

Date & Time: Monday 28th November 2011, 10.00-12.20
Venue: Warren Bruce Court, Trafford Park,
Manchester, M17 1LB
Cost: No charge



**China-Britain
Business Council**
英中贸易协会

THE CHINESE GROWTH OPPORTUNITY: SELLING AND OUTSOURCING TO CHINA

Practical advice for UK firms on how to access the Chinese market

Global retailers have exploded into China in the past 5 years paving the way for China's consumer revolution and taking first mover advantage. The main high streets in Beijing, Shanghai or Guangzhou look like a Who's Who of retail, replicating 5th Avenue, Oxford Street or Champs-Elysees. China's luxury market is forecast to account for 20% of the world's share by 2015 and overall, it is on track to become the world's largest consumer market by 2039, if not sooner.

In addition, China's e-commerce market has witnessed phenomenal growth in the past 5 years increasing from USD5 billion in 2005 to USD67 billion in 2010, already matching the level of the US market in 2004 (McKinsey)

So what does this mean for UK designers, brand owners, manufacturers and retailers, both online and high street?

What should you be doing to access these opportunities now?

How do you make sure you do not get left behind in the rush for the Chinese consumer? What strategies should you be considering to enter the market? What are the logistics and customs considerations you need to think about? And how do you manage the opportunity from your UK HQ?

This seminar will look at new China business models:

- Selling and branding to China online from the UK
- UK design and know-how outsourced to China without hassle
- Negotiating logistical hurdles for importing and exporting

It will explore how UK companies can approach the market from a low risk starting point towards developing a more integrated and structured presence on the ground. It will present a sustainable model for both SMEs and PLCs giving delegates the information they need to build their China business case.

SPEAKERS

Talk One: Jessica Zhang, Manager, China Britain Business Council (North West)

Introduction

Background on China's retail market and the changing online consumer trends

Talk Two: Dan Margo, Managing Director, Merchant Clipper

Getting Closer to the Consumer: Outsourcing to China

Talk Three: Mark Taylor, Britannia Bureau

Logistics and Customs: What do I need to consider?

Talk Four: Richard Unwin, Director, Backbone IT Group

Online Branding & Marketing in China: Selling to the Chinese web consumer

Event Timings

10.00 Registration	11.40 Talk Four
10.30 Talk One	12.00 Q&A Forum
10.50 Talk Two	12.20 Round up and Networking
11.10 Tea & Coffee Break	12.40 One-to-one Appointments
11.20 Talk Three	



Date & Time: Monday 28th November 2011, 10.00-12.20
Venue: Warren Bruce Court, Trafford Park,
Manchester, M17 1LB
Cost: No charge



**China-Britain
Business Council**
英中贸易协会

THE CHINESE GROWTH OPPORTUNITY: SELLING AND OUTSOURCING TO CHINA

Registration Form

Delegate Name:

Position:

Company:

Company Address:

Telephone:

Email Address:

Website:

Registration Instructions:

To register for a place on the seminar, please complete the registration form and fax a copy through to +44 (0)1524 65588.

Alternatively, you may forward your details via email to gavin@backboneitgroup.com or phone on +44 (0)1524 65533.

Event Location:

NW International Trade Centre
Warren Bruce Court
Warren Bruce Road
Trafford Park
Manchester
M17 1LB

SPEAKER BACKGROUNDS

Richard Unwin, Backbone IT Group

Running a successful internet marketing and software agency since 1999, Richard has been involved in the Chinese market since establishing a Nanjing office in early 2004. His specialism is helping companies access the Chinese online market; setting up and optimising local websites, overcoming the technical, legal and logistical barriers to trading in China and offering direct to consumer eCommerce solutions.

Dan Margo, Merchant Clipper

A fluent Chinese speaker, Dan has been involved with China for the past 12 years. Starting his career at the China-Britain

Business Council, he moved to Martin Yaffe International (MYI), setting up their Shanghai buying office and managing orders worth in excess of £8m. Dan set up Merchant Clipper, a procurement and trade consultancy focused on Asia, in July 2010.

Mark Taylor, Britannia Bureau

Having spent the majority of a 28 year career within the import freight forwarding industry, specialising in Far Eastern trade markets, Mark's expertise includes supply chain logistics, customs approved warehousing and international trade compliance.

