

Opportunity highlight:

BCC LinkToChina is inviting proposals for businesses, projects suitable for Chinese investment and export propositions for visiting Chinese delegations and companies in the autumn.

Deadline for inclusion in the next issue of UK-China Business Bulletin (UK project proposals for China):

10th September

Upcoming Events:

7 Sept: LinkToChina Regional launches: Hull, East Yorkshire and North & NE Lincolnshire

Sept: LinkToChina Regional launch: Leeds, Bradford, South & North & mid Yorkshire)

Inward Delegations:

Sept/Oct: Jilin Trade Mission to the UK – (multi-sectors/private sectors)

Sept/Oct: Meeting Anhui Provincial Commission of Commerce

Sept/Oct: Anhui Provincial Government delegation to the UK (tbc)

BCC LinkToChina launched in Regions

More companies and chamber members in the UK now have access to the project thanks to a busy July of activities by our Regional Partners. In addition, a number of leading UK Chambers have launched the BCC LinkToChina project at a series of seminars held in London, Derbyshire, Nottingham, and the Northeast (Durham). Additionally, a consultation has been held in the east of England (Peterborough) with further launch events planned for September and October.



Figure 1 Regional Launch with Northeast Chamber of Commerce

With Cambridgeshire Chamber of Commerce taking the responsibility for the East of England from 1st August, BCC LinkToChina also announced that the number of Regional Partners has increased to nine of the leading Chambers in the BCC network (See page 2 of this newsletter for the full list).

Derbyshire and Nottinghamshire Chamber of Commerce (DNCC) launched the service for the East Midlands region. David Hood, DNCC International Trade Chief said at the launch “We’re seeing UK multi-nationals like Rolls Royce winning contracts in China and smaller firms should be looking to serve these through supply chain arrangements as well as looking to build and exploit their links with Chinese trading partners through Link To China”.

North East Chamber of Commerce launched the service on 21st July. Following the news that the North East have boosted exports levels Julie Underwood, Head of Member Services, said “The new BCC LinkToChina service is designed to provide a service which will help facilitate and sustain tangible trade links with businesses in the highly lucrative Chinese market”.



Sept/Oct: CCPIT Beijing delegation to UK (Service industry and Science & Tech Expo)

Oct: CCPIT Shanghai delegation to UK (estate development)

Invitation from our Chinese partners for events in China:

1. BCC LinkToChina partners and subscribers are invited to take part in a key national event in the creative sectors by our Chinese partners; speakers are sought (expenses in China paid by organisers) and exhibitors welcome (free space for LinkToChina members)

- China International Creative Design Week (Chengdu and Beijing), organised by CCPIT.

- Design and Innovation competition (2 Nov 2011, Chengdu)

- China International Creative Design Forum (2-3 Nov. 2011, Chengdu)

- China International Creative Design Exhibition 2011 (4-6 Nov. 2011, Beijing and 11-13 Nov. 2011, Chengdu)

- China International Creative Design Seminar (4 Nov. 2011, Beijing)

2. China international conference and exhibition on service industries (May 2012 (to be confirmed, Beijing))

HSBC hosted a China Market Question Time with Chinese Minister Counsellor Mr. Xiaoming Zhou

A week after the welcome news that £1.4 billion trade agreements have been signed in Downing Street between the UK and China, HSBC – our strategic partner in banking services – joined force with Thames Valley Chamber of Commerce to host BCC LinkToChina's first China Market Question Time. The event was over-subscribed and attended by more than 70 local businesses.



Figure 2 Minister Counsellor Xiaoming Zhou takes questions

Panellists included Mr. Xiaoming Zhou of the Chinese Embassy, Ms. Yuefan Zhu of CCPIT and Dr. Kegang Wu of this programme. Chaired by Andrew Brattesani, Area Commercial Director of HSBC, the panel fielded questions about investment, JV, M&A, setting up in China, and Chinese investment in the UK.

The UK and China complement each well with different strengths in their manufacturing and services and, in fact, British exports to China increased by 40% in 2010. BCC LinkToChina believes that UK companies are well positioned to capitalise on the potential. A Podcast video is available on line for the question time:

[BCC LinkToChina Minister Counsellor Q & A podcast 05/07/11](#)

High level visits from Shanghai & Beijing

On 2nd August, a delegation from the Beijing Municipal Commission of Commerce held talks with BCC LinkToChina at its Head Quarters in Slough. The Chinese Capital's trade authority delegation, led by Deputy Director General Ms. Han Wen, explained to BCC LinkToChina its priorities in working with the UK and their specific interest in the possibility of working with the LinkToChina programme on projects of two way investment and service industries.



Figure 3 Delegation from Shanghai Chamber

Regional Partners:

Chamber International Services (Bradford, Leeds and North, South and mid Yorkshire Regional Office)

Cambridgeshire Chamber of Commerce (East England Regional Office)

Derbyshire & Nottinghamshire Chamber of Commerce (Derbyshire and Nottinghamshire Regional Office)

Hull and Humber Chamber of Commerce (Hull, East Yorkshire and North & Northeast Lincolnshire Regional Office)

Liverpool Chamber of Commerce (Liverpool City Region Regional Office)

London Chamber of Commerce (London Regional Office)

Northeast Chamber of Commerce (Northeast of England Regional Office)

Thames Valley Chamber of Commerce Group (Southeast & Southwest Regional Office)

Scottish Chambers International (Scotland Regional Office)

About BCC LinkToChina

Launched earlier this year, BCC LinkToChina is a unique programme set up to meet the demand of British firms, especially SMEs, in export to China and partnering Chinese investors in the UK market. The project operates in a 'circle of trust' with members of Chambers and selected companies benefiting from a well-supported and resourceful network.

Live presentation of the LinkToChina programme can be viewed in a number of recorded seminars in the podcast videos below:

04/02/2011 [Thames Valley Business Voice LinkToChina Launch – Ascot](#)

10/02/2011 [LinkToChina Wiltshire launch podcast](#)

01/03/2011 [LinkToChina Oxfordshire launch podcast](#)

In The News

CleanTech Magazine
2011: China identifies EV potential in Oxfordshire (Bridgestone Eco-Rally Special)

10/02/2011 [Swindon to be promoted in Beijing](#)

05/02/2011 [Firms urged to look east for business](#)

In May, a high level delegation from the Shanghai Chamber of International Commerce, led by its Chairman Mr. Cen Furong, visited BCC LinkToChina and Thames Valley as part of their flying visit to the EU and USA. Representatives from the strategic partners of BCC Link To China and TVCC had an in-depth discussion on the potential of working with the automotive and financial industries of Shanghai. Shanghai Chamber is one of the 15 Chinese chambers working with BCC LinkToChina.

Chinese Embassy visited LinkToChina and members of Thames Valley Chamber of Commerce

Mr. Xiaoming Zhou, Minister Counsellor of the Chinese Embassy in London, made two visits in a fortnight when he met the representatives of Strategic and Regional Partners of the LinkToChina Programme on 5th July at the Thames Valley Chamber offices. Accompanied by CCPIT UK Chief Representative Ms Zhu Yuefan, along with officials from the Embassy's Economic and Trade Office, he also visited two chamber members, **Active-PCB Solutions Ltd** and **Oxford Instruments Ltd**, and offering his support to chamber members doing business with China.



Figure 4 Chinese Embassy Officials visited chamber member PCB

Speaking at the BCC Link To China Windsor Reception on 2nd June hosted by Thames Valley Chamber and the University of Reading's Henley Business School, to an audience of the BCC LinkToChina strategic partners and a top level Chinese aviation industry, Mr. Xiaoming Zhou endorsed the region by stating that: "With a desirable location, superior infrastructure and vast talent pool, the Thames Valley could become a hub for Chinese aerospace investment".

Highlight of UK inward investment potential in Beijing

At the national China Enterprise Outbound Investment Conference at the end of April, the Thames Valley was presented as the selected prime British location for Chinese investors who were among the audience of more 1000 participants.

Project Offices in China:

Beijing (HQ)
Chongqing
Dalian
Guangdong
Hebei
Jiangsu
Jinan
Nanjing
Qingdao
Shaanxi
Shanghai
Shenzhen
Sichuan
Tianjin
Xiamen
Wuhan

Strategic Partner Profile:

Wilkins Kennedy Chartered Accountants and Business Advisers is a top 25 UK chartered accountancy firm established in 1882, with 12 offices across the South of England including Central London and close to Heathrow and Gatwick airports.

Each office gives owner-managed business clients a fully supportive, personal service through a partner-led approach.

www.wilkinskennedy.com

Staff News

Benjamin Carson

The project Head Office will welcome a new member of staff, Mr. Benjamin Carson, who will take up his post as the PA to Executive Director and Project Co-ordinator from 5th September.

Kegang Wu



On 13 August in Bangkok, Thailand, 2400 delegates from more than 50 countries of the World Guangdong Community Federation gathered for its 6th biennial conference.

BCC LinkToChina Executive Director Dr Kegang Wu, representing the UK, was voted as **World Guangdong Community Young Personality of 2011**.



Dr. Kegang Wu, speaking at the plenary session, highlighted UK locations where BCC LinkToChina will operate. He also lauded the LinkToChina platform as the solution for identifying investment opportunities in the UK.



Figure 5 Plenary Session of the China Enterprise Outbound Investment Conference in Beijing

Paul Britton, the Inward Investment manager of Thames Valley Chamber, spoke at the breakout session 'Invest In UK' on the region being the leading location for investment with market potential, cost effectiveness, service efficiency, infrastructure and investment attractiveness. A number of Chinese investors expressed their interest to come to the region and some have since visited. The next session of the Conference will be held in Beijing in April 2012.

GCS Recruitment and Wilkins Kennedy become the latest strategic partners

In June, BCC LinkToChina announced its strategic partners in accountancy services and recruitment: GCS Recruitment and Wilkins Kennedy.



Figure 6 Linda Penny of Wilkins Kennedy and David Bloxham of GCS with other Strategic Partners

Since its launch, BCC LinkToChina has forged strategic partnerships with a number of key professional services and local authorities to strengthen its capacity of supporting British firms trading with China and Chinese investors visiting the UK. To date, the other partners are: HSBC, The University of Reading, Forward Swindon, Oxfordshire County Council, Megatrend University UK and Bracknell Forest Council.

GCS Recruitment Specialists

Incorporated in 1991, GCS has grown organically to employ over 60 staff and operate across a number of different sectors. "We've developed from a UK-only business to open offices in Europe" says Managing Director David Bloxham. "The partnership with BCC LinkToChina is a logical progression and an exciting business prospect. I'm confident that our deep market knowledge will be an asset to the programme".

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