

Making China's success your success is jointly organised by the University of Leeds and ConnectChina Ltd with support from:

Leeds University Business School (LUBS), a leading British Business School, ranked 5th in the UK and 8th in Europe by the Financial Times (2005) for the quality of its research, is home to the premier centre in the UK for the study of international business. In 2000, the Centre for Chinese Business and Development (CCBD) was formed at Leeds as part of a government-funded initiative to promote education and research in Chinese language, culture and management studies. This joint venture brings together expertise from the Department of East Asian Studies and the Centre for International Business at LUBS. The CCBD is uniquely placed to offer the highest standards of professional expertise in Chinese language, international business studies and economics in relation to China. The CCBD also provides information and consultancy services to business, the community and policy-makers such as UNIDO and UNCTAD.

ConnectChina was formed after a four year track record of success leading the European Regional Development Fund project, ChinaVentures, which established an extensive network of commercial links across and between China, Yorkshire and the Humber and beyond. Over 150 British SMEs participated in ChinaVentures' trade missions to meet Chinese business partners for face-to-face discussions, and over 800 UK companies benefited from the assistance and advice from ChinaVentures. Today, ConnectChina provides comprehensive, dedicated, co-ordinated and independent support to assist companies to develop trade and investment opportunities in China.

UK Trade and Investment is a Government organisation that supports both companies in the UK trading internationally and overseas enterprises seeking to locate in the UK. Our role is to help companies realise their international business potential through knowledge transfer, and ongoing partnership support. We have international trade experts in more than 100 countries, specialists in many sectors and a strong regional network. For those companies that are already trading internationally or actively considering doing business overseas, we can help you realise your potential. Our experts can identify trade opportunities for you, offering independent, relevant and timely support. Passport is our flagship skills-based programme that provides new and developing exporters with the training, planning and ongoing support they need to succeed overseas. To take your business further, faster contact your local UK Trade & Investment team on 0113 394 9825 or visit www.tradeyorkshire.com

Yorkshire Forward is the Regional Development Agency responsible for the sustainable economic development and regeneration of the Yorkshire and Humber area. Almost 5 million people help make Yorkshire and Humber larger than 80 of the world's countries, including Singapore, Norway and New Zealand. This region boasts one of the UK's most powerful and diverse economies, growing consistently faster than the European average and with a total GDP of £71 billion, Yorkshire and Humber ranks alongside the top third of the world's economies. Our aim is to make it a truly world-class region in which to live, work and invest.

China-Britain Business Council The China-Britain Business Council (CBBC) is the leading source of China business information, advice, consultancy and services for UK industry. As an independent, business-led organisation, CBBC supports British companies of all sizes by providing Business Services, Practical In-Market Assistance and Industry Initiatives. Delivered through a network of five offices in the UK and nine in China, CBBC services are available to all UK based companies. A membership scheme offers enhanced benefits including discounted prices for services, special member-only events and information. For further details, visit www.cbcc.org or contact Giles Blackburne on 0113 247 1584.



*Making China's
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Thursday, 6th October 2005 Weetwood Hall, Leeds

One-day conference and
evening networking reception

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As China's economy opens and expands, its prominence in the international strategy of western firms is rising. **Making China's success your success** will inform, update and challenge your perceptions of what makes an effective China strategy. This conference is aimed at **strategic decision makers** in the private sector, as well as **multipliers** and **business support organisations**.

Breakout workshops will address specific issues that are topical and relevant to UK business needs.

We are delighted to announce that speakers on the day will include:

Ian Pearson,
Minister of State for Trade – responsible for Trade Policy and Foreign Affairs

Shi Jianxin,
Minister Councillor for Economic and Commercial Affairs, Chinese Embassy

The event includes a **networking reception** to help you make contacts and exchange experiences of doing business in China.

<http://www.connectchina.co.uk/chinaconference.htm>

Outline: Chaired by:

9.00 Registration
9.30 Welcoming remarks:

9.45 Keynote Speech:
10.10 Response from Chinese Embassy:

10.30 *Coffee*
10.50 *Making China's success your success:*
11.20 Questions and discussion
11.30 *Key current developments in the Chinese economy:*
11.50 Case studies including:
12.35 *Lunch*
13.30 Breakout workshops:

Protecting your intangible assets
Managing alliance partners
Dispute resolution
Managing risk in supply chains
Break and refreshments
Q & A Session Panel:

16.15 Closing session:

16.45 *Close, followed by drinks reception, canapés and networking*

Programme subject to confirmation.

Peter Buckley, Professor of International Business, Leeds University Business School

Professor Andrew Lock, Dean, Leeds University Business School
Ian Pearson, Minister of State for Trade
Shi Jianxin, Minister Councillor for Economic and Commercial Affairs

Neil Blakeman, British Embassy, Beijing

David Mann, Standard Chartered Bank

Steve Bellis, Lynx International

Each workshop will be run jointly by an expert practitioner and a subject area specialist from Leeds University Business School
Ben Goodger, Rouse & Co
Simon Bedford, UK Trade and Investment
Josh Wong, Denison Till
Jardine Lloyd Thompson Corporate Risks

Stephen Perry, Chairman of the 48 Group Club
Andrew Leung, ex Director-General, London Hong Kong SAR government
Giles Blackburne, Manager, China-Britain Business Council (Leeds)
Neil Blakeman, British Embassy, Beijing
Peter Buckley, Professor of International Business
Giles Blackburne, CBBC and **Adam Cross**, Leeds University Business School



This event will award 15 points to the Institute of Export's CPD programme

To reserve your place at *Making China's success your success*, please complete the following form and return with a cheque made payable to the University of Leeds for £170 + VAT (£199.75) to Julia McCaskill, Leeds University Business School Development Office, Fairbairn House, 71-75 Clarendon Road, Leeds, LS2 9PL. Alternatively you can call Julia on 0113 343 1162 to pay by credit card.

Name Number of places required

Job title Organisation

Address

Tel Email

Special instructions (dietary or access requirements, etc)

Please note, if you require overnight accommodation this is not included and you will have to book directly with a hotel. We are more than happy to provide contact details for local hotels.

