Gateway to Global Growth Master Class

UK TRADE & INVESTMENT

# China Master Class
## Hethel Engineering Centre, Norfolk – 12/07/2012

### How to develop profitable business…

This Master class is designed to show you how to do business effectively within the Chinese market.

To help achieve this we have assembled a group of leading market specialists from a wide variety of backgrounds. China specialists will be drawing on their understanding of business practice and culture, providing valuable insights to trading with China.

This Master Class will provide a chance to hear about issues related to the following topics:

- business culture (negotiation styles, behaviour, hierarchy, communication)
- social media & marketing
- payments & the RMB
- IPR and contracts
- Product accreditation - CCC
- Chinese business structures & the role of government

This will be followed by a round-table informal discussion on more in-depth queries which you may have. Case study companies will also discuss their experience of working & trading in China. Opportunities to have a 1-2-1 with any of the specialists will be available if required after the Master class, allowing you to utilise their extensive experience to help you with the next steps in exporting to China.

### To register, please contact:

**Leon Palmer**
**UKTI East**
**01707 398728**
**l.palmer@uktieast.org.uk**

**Follow us on Twitter:**
**@UKTIEast**

### Master Class Fees:

**Free to Gateway to Global Growth clients who signed up after 1/4/12**

**£50+VAT for Gateway to Global Growth customers signed before 1/4/12**

**£100+VAT to all other customers**

# Master Class Agenda

| | |
|---|---|
| 9:30 | Tea and Coffee on Arrival |
| 10:00 | Introduction to the day |
| 10:10 | The complexities of Chinese business culture: Chris Cotton, CBBC |
| 10:40 | Manufacturing, IPR & contracts: Luke Minford, Rouse |
| 11:10 | Social Media & Marketing to a Chinese audience: China Media Centre |
| 11:30 | Break |
| 11:45 | Chinese business structures & the role of government |
| 12:05 | Case Study |
| 12:25 | Q&A session |
| 13:00 | Lunch |
| 14:00 | Payments & the RMB: HSBC |
| 14:20 | Product accreditation & CCC: Steve Toogood, UKTI |
| 14:35 | UKTI Mission to China & Hong Kong 2012: Steve Toogood & John Tingle, UKTI |
| 14:45 | Round-table panel discussion of more in-depth issues |
| 15:30 | Close |
| 15:30 | 1-2-1 discussions and meetings |

## To register, please contact:

**Leon Palmer**
**UKTI East**
**01707 398728**

**l.palmer@uktieast.org.uk**

**Follow us on Twitter:**
**@UKTIEast**

## Quotes from Customers who attended previous Master Classes in 2011-12:

*"I have gathered lots of useful information before my trip to the market" – China / Hong Kong Master Class*

*"I found the Q&A especially useful" – China/Hong Kong Master Class*

*"The experience of people who live and work in Russia was very useful to hear" – Russia Master Class*

*"First hand cultural and etiquette advice" – Russia Master Class*

*"CBBC and UKTI presentations on business support for companies were most useful" – China/Hong Kong Master Class*