

09 February 2010

### **Support for South West businesses in China**

South West businesses with an interest in trade with China are invited to attend a special event sponsored by UK Trade and Investment (UKTI) and supported by the China-Britain Business Council on Wednesday 24 February at 17.30 at The Council House, College Green, in Bristol.

The event organised by Sector Marketing and Neil Blakeman & Associates will bring together leading China market specialists, British and Chinese business professionals, public sector, academics and Universities to provide the latest news and views on doing business with China, advice on expanding or setting up business in China, talks from industry experts, and a unique networking opportunity.

Now in its third year, the South West Chinese New Year Business Reception provides the platform for local businesses to increase their engagement with China. This year's format will include a keynote address from James Kynge Editor of The Financial Times' China Confidential research service, as well as speeches from Brian Davidson, Consul General for Southern China and Stephen Phillips, CEO of the China-Britain Business Council. There will also be a question and answer session and networking buffet.

In addition to the evening event UKTI, the China-Britain Business Council, and Element One – intellectual property consultants - will be holding free one-to-one 'clinics' for individuals or companies seeking expert advice on how to do business in China. The clinics will run on the afternoon of the Reception from 15.30 - 17.00 (on 24 February at the Council House in Bristol).

For more information and tickets to the South West Chinese New Year Business Reception, or to book a free 'clinic' appointment, please email [cny2010@sectormarketing.co.uk](mailto:cny2010@sectormarketing.co.uk) or telephone Hannah Male on 01275 335 911.

-Ends-

Notes to Editors:

- Tickets to the South West Chinese New Year Business Reception are £35 + VAT
- James Kynge is the Editor of China Confidential, a specialist research service at the Financial Times. He has spent 16 of the last 25 years living in China, first as a Reuters reporter in the 1980s, then as the FT Bureau Chief in Beijing for seven years. His award-winning 2006 book, 'China Shakes the World', is an international bestseller and has been translated into 19 languages.
- The Lord Mayor and Lady Mayoress of Bristol will be attending the South West Chinese New Year Business Reception.
- GWE Business West - The South West UK Trade and Investment service is delivered by GWE Business West, a leading membership and economic development organisation delivering an extensive range of services to businesses. As a powerful voice for business we play a major role in shaping and supporting economic growth and success.