



## **UK Trade & Investment (UKTI) Regional City Mission to Foshan 16 March 2010**

**Foshan**, Zhuhai, Xiamen, Changsha and Dongguan were among 35 regional cities in China identified as offering the greatest potential for UK business, in a study by the China-Britain Business Council (CBBC) and the University of Leeds, commissioned by UKTI.

Following the success of our previous 'regional city missions' to Xiamen, Changsha and Zhuhai, UKTI is now organising a UK trade mission to **Foshan** on **16 March 2010 (Tuesday)**. The mission will help companies explore the business opportunities in Foshan in more depth, through business-focused events meeting key decision-makers and local enterprises. There will also be a chance to meet with senior government officials in the city. The mission will be led by the British Consul-General in Guangzhou, Mr Brian Davidson.

There are places available for up to 20 representatives of British companies and business support organisations on the mission.

For more information about the potential opportunities in Foshan, please see the background below.

The tentative mission programme in Foshan is as follows:

### **Tuesday 16 March**

- 0900 Leave for Foshan by group transport
- 1000 Tour of Foshan's New CBD
- 1100 Meeting with the Mayor of Foshan
- 1145 Lunch with the Mayor and relevant senior government officials
- 1330 Travel to the Foshan Crown Plaza Hotel or the Sheraton Hotel in Shunde for business-focused workshops\*
- 1500 Parallel workshops/seminars
  - Workshop 1: Infrastructure Projects in Foshan** (venue: Foshan Crown Plaza)
  - Workshop 2: Education and Vocational Training** (venue: Foshan Crown Plaza)
  - Workshop 3: Advanced Engineering** (venue: Foshan Crown Plaza)
  - Workshop 4: Financing and Overseas investment** (venue: Sheraton Hotel, Shunde)
  - Workshop 5: Creative Design** (venue: Sheraton Hotel, Shunde)
- 1700 Tea break/refreshments (respectively in Foshan and Shunde)

\*interlocutors will be identified according to the specific business interests of the delegates

**A charge of £ 250** is applicable for each company (not each delegate) participating in the trade mission. The benefits companies will receive are:

- **enhanced profile and credibility**, through a package of meetings/networking with local government and businesses
- **access to senior government contacts**
- inclusion of your company's logo and profile in the **delegation brochure** to be distributed to Chinese interlocutors, media and VIP guests throughout the programme;
- **full local logistical arrangements**, including group transport

If you would like to participate in the mission to Foshan, please complete the attached form and send to [scarlett.huang@fco.gov.uk](mailto:scarlett.huang@fco.gov.uk) by **26 Feb 2010**. If you have any questions, please also contact Scarlett Huang by email or tel: 020 8314 3020.

Company Name	Name of Representative	Job Title	Tel Number	Mobile Number	Email

### **Background on Foshan**

Strong industrial sectors include:

- Electrical household appliances
- Mechanical equipment
- Metal material processing and products
- Ceramics and other building materials

Emerging sectors include:

- Automobile parts
- Medical equipment
- Optical electronics

Currently implementing the City Cluster Development Plan "Guangzhou - Foshan - Zhaoqing"

### **Market needs and interests include:**

- Financial services
- Creative design for electrical products
- Urban regeneration
- Environmental protection

- Advanced manufacturing
- Vocational training

**Key infrastructure projects include:**

- Metro lines
- Cross-city light rail transit
- Foshan airport
- Sanshui Yundonghai urban planning
- Xijiang New City