



---

# Preparing your business for the future

Sadlers Wells, London, 4 March 2009

<http://digital-biz.org>



# Agenda

## Morning



8.45 - 9.30	<b>REGISTRATION AND BREAKFAST</b>
9.30 - 9.45	<b>WELCOME</b> Speaker: <b>Stephen McGowan</b> (UKTI) and <b>Sam Michel</b> (Chinwag)
9.45 - 10.00	<b>OPENING KEYNOTE</b> Speaker: <b>Martin Bloom</b> (Bloom & Tse) Chair: <b>Sam Michel</b> (Chinwag)
10.00 - 10.15	<b>WHY CONSIDER CHINA?</b> An overview of the opportunities, market place, demographics, business environment, education/skills of working population, media, IT and comms infrastructure, plus government support. Speaker: <b>Duncan Clark</b> (BDA) Chair: <b>John Davies</b> (UKTI) and <b>Sam Michel</b> (Chinwag)
10.15 - 10.35	<b>WHERE IS CHINA 3G GOING? UPDATE FROM CHINA</b> The wireless industry outlook after the recent restructuring of operators and new 3G licenses. 3G applications and innovations in China. Areas for potential collaboration between Chinese and UK wireless/mobile technology companies. Speakers: <b>Yang Zemin</b> (CATR) and <b>Xu Ke</b> (CATR) Chair: <b>John Davies</b> (UKTI)
10.35 - 10.40	<b>A WORD FROM CBBC</b> China-Britain Business Council briefly explains the work they do and the services available for UK companies. Speaker: <b>Ralph Rogers</b> (CBBC)
10.40 - 11.05	<b>COFFEE</b> During coffee and lunch breaks UKTI will be running enquiry desks.
11.05 - 11.55	<b>BEFORE YOU GET TOO EXCITED...</b> What are the challenges, costs, cultural differences, legalities, and practicalities of beginning and doing business in China? Panelists: <b>Adrian Hornsby</b> (Author), <b>Simon Luk</b> (Winston & Strawn) and <b>Duncan Clark</b> (BDA) Chair: <b>Martin Bloom</b> (Bloom&Tse)

# Agenda

## Afternoon



12.00 - 12.30	<b>THINKING GLOBAL, ACTING LOCAL</b> A cultural introduction to China. Similarities, differences, do's and don'ts, the business and social culture. Speaker: <b>Philip Dodd</b> (Made in China UK) Chair: <b>Sam Michel</b> (Chinwag)
12.30 - 1.30	<b>LUNCH</b>
1.30 - 2.15	<b>WHAT AND WHERE ARE THE OPPORTUNITIES?</b> What opportunities are on the rise? Where in the country are they occurring? What does the competition look like? Is it the right time to go in? Panelists: <b>Bruno Bensaid</b> (Momo Shanghai), <b>Wahida Ashiq</b> (9312) Chair: <b>Kathryn Corrick</b> (Digital Media Consultant)
2.15 - 3.00	<b>HOW SHOULD I PREPARE MY BUSINESS?</b> How do I get my business ready? What documentation will I need? Who can I go to for advice? Can I get any funding/grants? How long should I expect for things to take? What else do I need to be aware of? Panelists: <b>Lisa Tse</b> (Bloom & Tse), <b>Ralph Rogers</b> (CBBC) and <b>Simon Luk</b> (Winston & Straw) Chair: <b>John Davies</b> (UKTI)
3.00 - 3.15	<b>COFFEE</b>
3.15 - 4.00	<b>ADVICE FROM THE TRENCHES</b> What's it really like setting up a business in China? What can I learn from other's mistakes and successes? Panelists: <b>Tareq Naqib</b> (Playfish), <b>Murly Tiwari</b> (Indoor Media) and <b>Bruno Bensaid</b> (Momo Shanghai) Chair: <b>Kathryn Corrick</b> (Digital Media Consultant)
4.00 - 4.50	<b>OPEN SPACE</b> A discussion time and space to find people who have similar interests/concerns. It will be run in an un-conference style, with a leader from each group reporting their discussion to draw the session to a close. Facilitator: <b>Benjamin Ellis</b> (Redacto)
4.50 - 5.00	<b>NEXT STEPS AND CLOSE</b> Speaker: <b>Stephen McGowan</b> (UKTI) and <b>Sam Michel</b> (Chinwag)



# Speakers



**Wahida Ashiq**  
**Founder of 93½**

Wahida is the founder of the UK's only PR agency to specialise in helping UK brands get noticed in China. She has been arch-strategist in helping, amongst others, HM Revenue and Customs get their messages heard across mainland China, introducing China Telecom to the West and working with the Bank of China to launch a range of consumer financial products.

As a PR expert she has a keen eye on the digital revolution happening in China with all its contradictions, hype and opportunities. E-commerce, online networking and blogging in China is certainly growing in popularity and defining the business landscape. However, the market is horribly over-saturated as Chinese entrepreneurs, good and bad, flock to grab a piece of the new world but along the way some are forgetting they need a compelling offering and even more compelling marketing. Wahida is by no means a techie but will be sharing her knowledge, as a digital PR expert in China, what's hot, what's not and where tomorrows buck might be.



**Bruno Bensaid**  
**Founder and Managing Director of Shanghaivest Ltd**

Shanghaivest is a boutique Financial Advisory firm providing fund raising consulting, strategic business development and M&A support to Chinese and European technology companies. Bruno is also the founder of the Shanghai Chapter of MobileMonday, the premier mobile industry community and mobile-centric event organizer worldwide. MobileMonday Shanghai has attracted more than 3,000 members since its inception in 2006.

Since 2006, Bruno devotes his time coaching Chinese TMT startups as well as European VC funds (and their portfolio companies). Bruno worked on several M&A and operations in the social networking, online advertising and e-commerce fields in 2006-2008, which included a short stint at Ventech, a French VC firm which Bruno helped set up a China presence. Since launching Shanghaivest mid 2008, Bruno has facilitated fund raising at several local startups in e-commerce, internet and telecom value-added services. Bruno is a regular speaker and moderator at local and international mobile and internet conferences, such as GSMA Mobile World Congress, Ad:tech, WCIT, Mobile 2.0 etc. Bruno sits on the Asia advisory board of Ad:tech, leader in digital marketing conferences.



**Martin Bloom**  
**Investor, UK China Venture Capital; Founder, Bloom&Tse**

Martin helps build the high growth companies of tomorrow through a combination of mentoring entrepreneurs and senior management, joining the Boards of companies to assist them in creating and driving forward their strategies, and by investing in private companies that have high growth potential. He was a former corporate strategist at Unilever and has 25 years experience in strategic partnering, technology commercialisation and business strategy. He is also a founder member of the innovative next-generation creative business agency Bloom & Tse that assists in building the businesses of the 21st Century.

Martin has a B.Sc. (Soc.Sc.) Honours in Economics from the University of Southampton and an M.Sc. in the History of Science jointly from Imperial College and University College, London.



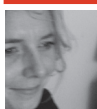
# Speakers continued.



**Duncan Clark**  
**Chairman, BDA**

Duncan founded BDA IN 1994 having previously been an investment banker with Morgan Stanley in London and Hong Kong involved in telecommunications, media and technology (TMT) transactions. BDA has become the leading consultancy servicing participants and investors in the TMT sectors in China, India and other fast-growing Asian economies including Vietnam. With a team of 50 in Beijing and an office of 10 in New Delhi which opened in 2006, BDA has in recent years added to TMT an advisory capacity serving leading private equity (PE) firms investing in other fast-growing sectors in these countries such as education, retail and alternative energy.

Duncan is a frequent speaker at industry events and at academic institutions and think-tanks such as Harvard University, Stanford University, Beijing's Tsinghua University and the Royal Institute for International Affairs (Chatham House). He also serves on the Executive Committee of the British Chamber of Commerce in China and he previously served on the Advisory Board of Chinese Internet portal Netease.com (Nasdaq: NTES) and as a Non-Executive Director of a Beijing-based software company invested by the International Finance Corporation (IFC).



**Kathryn Corrick**  
**Digital Media Consultant**

Kathryn is a freelance digital media consultant and strategist with over ten years experience in digital media. She combines her knowledge of online publishing, production, advertising, event management and PR with an understanding of trends, business and emerging technologies. As a consultant her clients have included: McCann Erickson, Handbag.com, the University of Westminster, the London Development Agency, Horses Mouth, New Media Knowledge and New Media Age.

Prior to July 2006 Kathryn was online manager of the New Statesman magazine, where she was responsible for all digital content, business, technical development and sponsored projects, including their annual New Media Awards and the social enterprise programme EdgeUpstarts. Kathryn is also a visiting lecturer at the University of Westminster teaching online journalism, a member of the Online News Association and member of Women in Journalism.



**John Davies**  
**ICT Strategy & Technology Advisor, UKTI**

John is a senior business professional with significant experience in strategic marketing, general management, international sales and business development in both mature and entrepreneurial businesses. As a Strategy and Technology Advisor to the international trade arm of Government, UK Trade and Investment (UKTI), John provides technology and business advice to the International Sectors Group as well as operating as Global R&D Specialist for UKTI's R&D Programme.

Working closely with UK SME's and MNC's, John has developed many contacts within the UK's technology sector that include, Information and Communications Technologies (ICT), Biotechnology, Nanotechnology, Optoelectronics, and the UK Science and Technology base. Significant experience has been gained in introducing UK technology companies to overseas markets working closely with the Government agencies, trade associations and research networks both in the UK and overseas.

# Speakers continued.



**Philip Dodd**

**Chairman, Made in China**

Philip is an internationally recognised expert in the field of culture and creative industries, chairman of the innovative company Made In China. He appears regularly in the international media from the Financial Times to the Beijing Economic Observer; he has been described as a "visionary Briton" by the Australian newspaper, Herald Sun and as "one of the top 50 UK design gurus" by Design Week magazine. He is currently Creative Consultant for the UK's Pavilion at the World Expo, Shanghai 2010; helping the government develop its cultural and creative industries strategy. He also acts as Advisor to various international governments, festivals and foundations from Australia to China and across Europe.

Philip was one of the first cultural figures in Britain to recognise the emerging importance of China, taking the ICA to Beijing and Shanghai in 1998 and hosting a major Beijing arts and culture season at the ICA in 1999. He left the ICA at the end of 2004 to become co-founder and Chairman of 'Made In China' an agency to develop cultural, educational and commercial projects between the UK and China.



**Adrian Hornsby**

**Author, 'The Chinese Dream'**

Adrian is a writer of considerable diversity. His recent book 'The Chinese Dream' (O10 Publishers, 2008) is an 800 page monster-investigation into Chinese urbanisation and its literally ground-breaking physical, social and economic implications. He is Head of Research & Analysis at Investing for Good, the UK's first FSA-regulated social investments specialist, and writes regularly on enterprise-driven development schemes around the world. His book on impact investing is forthcoming 2009.

He is a Director of Kilometer Zero, an international arts and politics collective, and for several years co-edited the Kilometer Zero Magazine. He is currently collaborating with the Architects' Journal on a series of special features following urbanisation in emerging markets. He speaks frequently on China, emerging economies, and other global issues. He has published numerous short stories, and written four internationally produced plays.

**Xu Ke**

**Director, Institute of Policy and Management, CATR**

Dr Ke is a Senior Consultant who graduated from Renmin University of China with a PHD in Strategy Management. He was Director of the Strategy Consulting Department of the Institute of Tel Management, CATR, MIIT and is currently the Director of Institute of Policy and Management, CATR. He is an expert with in-depth knowledge of the communication strategic planning, well experienced in providing strategy consulting to China Mobile, China Telecom etc.



**Simon Luk**

**Chairman, Winston & Strawn (Hong Kong)**

The Asia practice of Winston & Strawn focuses on international corporate securities. He represents multinational corporations in cross-border mergers and acquisitions, U.S. capital market fund raising, compliance with regulation of the Securities and Exchange Commission policies, and the acquisition of assets and brand names.

Mr. Luk also serves as a legal adviser to the Chamber of Listed Hong Kong Companies, the Hong Kong Electronics Association, the Toy Manufacturers Association of Hong Kong, the Hong Kong Electrical Appliances Manufacturers Association, the Hong Kong Young Industrialists Council, the Monte Jade Science and Technology Association of Hong Kong, the Hong Kong Brands Protection Alliance, and the Hong Kong Shandong Business Association.





# Speakers continued.



**Sam Michel**  
**CEO, Chinwag**

Sam was one of the UK's first full-time webmasters for Time Out magazine, executive producer of the award-nominated movie website, Popcorn.co.uk, for Carlton plc and has consulted on email and digital marketing projects for clients including MSN, BBC and World Wildlife Fund. Sam's work with Chinwag also includes the development of the Digital Mission with UK Trade & Investment, a trade mission specifically designed for digital companies looking to expand into the US market. He speaks and writes regularly about the digital economy, communities that evolve around social media and digital marketing.

Sam founded Chinwag in 1996, as a hub for those working in the digital marketing industry. Since its inception Chinwag has grown from a single email discussion list, uk-netmarketing, to become the UK's leading community for new media and digital marketing professionals. The company has grown to include leading recruitment website, Chinwag Jobs, the viral marketing announcement service, Viralmonitor, Chinwag Live, a series of informal, friendly Q&A sessions as well as discussion lists covering design, usability, and wireless marketing.



**Tareq Naqib**  
**Financial Director, Playfish Ltd**

Playfish Limited is the world's largest and fastest growing social games company with offices in the UK, US, China and Norway. He has broad financial experience, having worked in mergers and acquisitions at top tier US investment banks and qualified as a Chartered Accountant with Arthur Andersen (London).

Prior to Playfish, Tareq was Finance Director at Glu Mobile Europe (Macrospace Ltd), a leading global publisher of mobile games, where he negotiated the merger of the UK business with Glu Mobile's US parent company and subsequently managed the overall financial operations of the EMEA operations. Whilst at Glu Tareq worked to build the global operational and financial systems across the business and integrate subsequent acquisitions by the company.



**Ralph Rogers**  
**China Business Advisor, China British Business Council**

Ralph has spent the last 9 years promoting bilateral trade between China and the UK. As well as helping British companies to import and export, Ralph has set up operations in China for both British companies and government organisations. He has also assisted a number of Chinese companies to set up in the UK. Ralph is a Mandarin Chinese speaker. Located in London, Ralph advises businesses in London, the South East and the South West.



**Murly Tiwari**  
**Managing Director and co-founder of Indoor Media**

Indoor Media is a UK based specialist online media sales house representing over 300 international websites that allow advertisers and agencies to targeting ethnic minority groups globally. Reaching over 1.5 million unique users in the UK, 12 million unique users in India and 6 million unique users in China. Prior to starting Indoor Media, Murly held senior roles at 24/7 Real Media, Adtech, Redeye and Universal McCann. He is a 25 year media veteran and started his career sending out blue and green books while at AGB.



# Speakers continued.



**Lisa Tse**

**Creative Director of Lisa Tse Ltd and Founder of Bloom & Tse**

Lisa is a British-born Chinese creative entrepreneur, and award winning designer, working across a diverse range of sectors and activities. A Central Saint Martin's graduate, Lisa's primary activity is running a signature design agency in central London, Lisa Tse Ltd. Lisa's studio was appointed an official Creative Partner for CHINA NOW, the UK's largest festival celebrating the very best of Modern China in the UK in 2008.

In August 2008 Lisa was one of six British delegates on an official Trade Mission to China with UK Trade & Investment. The mission promoted British Design to China and coincided with the Beijing Olympics. As part of the formal British programme, Lisa was a speaker at Creative Day, hosted in London House by the Mayor of London, Boris Johnson. Currently the Lisa Tse Ltd agency works with international clients and offers a multi-disciplinary creative service including branding, web design, product design, interiors, packaging and graphics.



**Yang Zemin**

**President, China Academy of Telecommunication Research, MIIT**

1982-1997: Engineer of MPT of China, telecom infrastructure planning and specification formulation;

1997-2001: Director General, Research Institute of Telecommunication Transmission of the Ministry of Information Industry.

2002 - Current: President, China Academy of Telecommunication Research of the Ministry of Industry and Information Technology, P. R. China



# About Chinwag



The Chinwag community is a focal point for digital media practitioners in the UK and beyond. We aggregate expertise, fact and opinion, and act as a connecting rod for ideas and talent across the new media industries.

Chinwag started life in 1996 and fast became renowned for its discussion lists, including uk-netmarketing and Viralmonitor, two of the most popular discussion forums for the digital industry.

**Today, Chinwag offers a wide range of services:**

---

## DIGITAL MISSION

In 2008, Chinwag was selected by UK Trade & Investment (UKTI) to undertake two trade missions with a series of supporting activity for industries in the digital industry looking to expand into the US market. Dubbed 'Digital Mission' (<http://digital-mission.org>) the trip to New York in Sep 2008 was hugely successful leading to several deals for the companies involved and is being followed with a Digital Mission to South by South West interactive in March 2009.

The latter features 35 of the UK's top digital firms selected by a panel of industry experts. Further work with UKTI includes full-day conferences looking at the opportunities for digital firms to expand into India & China. Further Digital Mission events are planned for 2009 with other activity helping to support the UK's burgeoning digital sector.

---

## COMMUNITY

The Chinwag.com (<http://www.chinwag.com>) site is an aggregator and focal point for professionals working in digital. In tandem with the Chinwag Live events series, sister-site Chinwag Jobs launched in January 2006 and along with our presence across the web on Twitter, Facebook, Flickr, Linked In, Plaxo, Upcoming and elsewhere, the Chinwag community operates as a connecting rod for advancing the digital industries. Keep up-to-date with all things Chinwag through the Chinwag Announce newsletter or the Chinwag News blog (RSS).

---

## CHINWAG LIVE

Through its informal monthly panel discussions, Chinwag Live aims to cast light on trends and issues across the web, mobile and broader interactive media industries, maximising community input and podcasting all sessions. Chinwag also publishes the definitive list of digital industry events taking place in the UK with selected international events, supported with a regular event newsletter.

(<http://www.chinwag.com/events>)

---

## CHINWAG JOBS

Designed to slice through clutter for both those on the look out for a new role and recruiters with vacancies to fill in the digital sector, Chinwag Jobs works in tandem with users to streamline the search and the selection process. <http://jobs.chinwag.com>