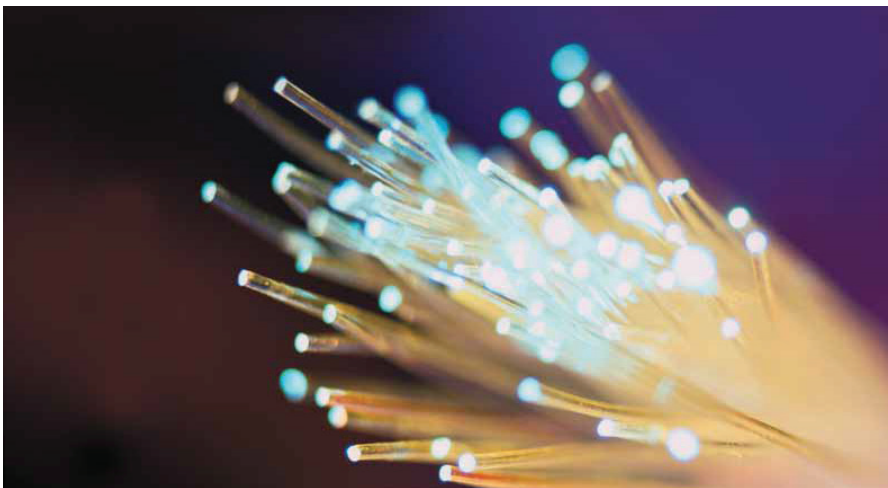


Register Now

ENABLING INNOVATION: Minister-led ICT Trade Mission to China

18 – 22 March 2013, Shenzhen, Guangzhou, Beijing and Shanghai



Leading ICT global solutions provider Huawei is arguably the most important UK-China partner in the digital market. Huawei had global revenues of £20 billion in 2011 with products and solutions deployed in 140 countries.

The ICT giant is inviting a mission of innovative UK Small and Medium-sized Enterprises (SMEs) to their facilities in Shenzhen to discuss their procurement processes and supply chain opportunities. This mission will be led by a UK Government Minister and will visit Shenzhen and Guangzhou with an opportunity for UK companies also to participate in organised activity in Shanghai and Beijing. There will be parallel missions going on in the fields of **Sustainable Cities** and **Smart Grids** and some crossover will be possible between these and this ICT mission.

In partnership with



Supported by



Register Now

For further information and to receive an application form please contact:

E: info@ukti-events.co.uk

T: +44(0)117 933 9546

**Deadline for applications
is 15 February 2013**

**Grants and Discounts
available**

£750 MVS Grant available for
UK SMEs

50% OMIS Discount available for
companies new to High Growth
Markets



“The importance of a constant presence in China and the collective participation of UK industry is essential and these events provide a critical platform for this activity.”

Frank Bamford, GKN Aerospace

Attendance

Who should attend?

Innovative UK SMEs that supply products and services in the below technology areas should apply to attend:

- Machine-to-Machine (M2M) Technology
- Internet of Things and its Applications
- Digital Media and Content
- Software as a Service (SaaS)
- Cloud computing

Benefits of attending

- Discover real business prospects
- Gain understanding of Huawei's procurement processes and supply chain
- Demonstrate your company's capabilities and expertise to Huawei through one-to-one meetings with relevant departments and local partners
- Participate in the 2nd China UK Enabling Innovation Leadership Forum, networking with leading Chinese businesses and Government agencies
- Increase your visibility and brand recognition, helping to build lasting relationships
- Receive expert support and advice from UKTI staff based in China
- Take advantage of substantial financial and logistical support available from UKTI



UKTI's 'Enabling Innovation – UK – China Partnership in ICT' initiative aims to build awareness amongst Chinese decision makers of the strength of the UK's ICT sector. In the past four years the initiative has helped over 200 UK SME's to pursue business opportunities.



“Very successful in understanding entry into this market and more importantly how to deal with Chinese business.”

Keith Dear, Oxford Technical Solutions

Outline Programme

Subject to change

Sunday 17 March

Shenzhen

- Delegates arrive in Shenzhen
- Informal welcome by UKTI Team

Monday 18 March

Shenzhen

- Briefing for UK delegates
- Tour of facilities at Huawei (Shenzhen) HQ
- Lunch and networking opportunities with Huawei and local partners

Breakout sessions for delegates to provide overview of products and services

- One-to-one sessions for UK delegates and Huawei departments and local partners
- Ministerial reception

Tuesday 19 March

Shenzhen

AM:

- The 2nd China UK Enabling Innovation Leadership Forum, with Ministerial keynote address, plenary followed by 2/3 breakouts across different themes and networking lunch

PM Options:

- Further one-to-one meetings at venue
- Visit to and Roundtable with TCL Group (TCL Media, TCL Communication Technology, and TCL Research Business Units)

- Visit to and Roundtable with Shenzhen Institute of Advanced Technology, China Academy of Sciences (TBC). Topics to include Automotive Electronics, Integrated Electronics, Smart Sensors, Advanced Materials, Robot Technology, Digital Media, Cloud Computing

Wednesday 20 March

Guangzhou

AM Options:

- Join Smart Grid Mission's visit to Sino – Singapore Guangzhou Knowledge City
- Visit to China Unicom Guangdong Company (as telecom, data centre supplier for Sino – Singapore Guangzhou Knowledge City)
- China Mobile Southern Information Hub (host to China Mobile operations for Mobile Market Application Store, Guangzhou Wireless City, and home to 80 innovation labs including those set up by Ericsson, Huawei, KDDI and Nokia)

PM:

- Programme ends in Guangzhou – transfer to Shanghai or Beijing or join other missions

Thursday 21 March (OPTION 1)

Beijing

- Briefing from China Academy of Telecommunication Research (CATR) on opportunities in China
- UK company introductions

- One-to-one meetings or round-table discussion
- Lunch
- Transfer to Xiaomi or Baidu or China Mobile R&D Institute for round-table/one-to-one meetings
- Evening Reception in HM Ambassador's Residence

Thursday 21 March (OPTION 2)

Shanghai

- Business seminar with guests including representatives from relevant government authorities, various ICT industry associations and Chinese ICT companies
- Keynote speech by officials from Shanghai Municipal Commission of Economy and Informatization (Shanghai EITC) covering ICT industry in Shanghai, focusing on M2M, IoT, cloud computing and digital media
- Introduction of UK company delegation and one-to-one meetings
- Networking Lunch
- Further one-to-one business matching OR local site visit
- Evening reception at HM Consul General's Residence

Friday 22 March

Beijing / Shanghai

- Day free for companies to make their own arrangements

Mission Costs

Individual OMIS Fee per Company

Shenzhen and Guangzhou activity
(Mon - Wed) **£780 (excl. VAT)**

Shanghai or Beijing activity
(Thu) **£390 (excl. VAT)**

Fee includes:

- In-market transport between venues and meetings whilst in cities (does not include flights between regions)
- Inclusion in the mission brochure (approx. 100 words) which will be translated and distributed to Chinese companies during the programme
- Inclusion in all press coverage to UK and Chinese industry and national press and media
- Access to UKTI staff in China and the mission organiser during the programme

NB: Delegates are welcome to organise supplementary activity directly with the respective regional UKTI offices in China for an additional OMIS fee.

To qualify, your business must be established within the UK and you must be selling or marketing a British product or service. Eligibility will be assessed by UKTI.

Logistics

Suggested travel and accommodation options (incl. preferential embassy rates at hotels in each region) will be provided and delegates will be responsible for booking their own flights and accommodation. Please do not book any travel or accommodation prior to receiving confirmation of your

place on the mission.

OMIS Fee Discount

An OMIS report enables you to utilise our global network to carry out research and analysis work to your specific requirements. OMIS is a chargeable service, but for a limited period, we are offering a significant financial incentive for companies wishing to commission tailored market intelligence in any chosen country via our Overseas Market Introduction Service when completed before 31 March 2013. Qualified companies will receive a 50% discount up to a maximum of £750 for one market.

Terms and Conditions apply – for further information and eligibility details contact your International Trade Adviser, click here to see our [Contacts page](#)

Market Visit Support

A Market Visit Support (MVS) grant of up to £750 is available for eligible companies. Companies must be a small or medium enterprise (SME) based in the UK and must have been trading for a minimum of 12 months.

Terms and conditions apply. For further details please contact info@ukti-events.co.uk

UK ICT companies in China

The UK has a strong presence in China, particularly in the communications value chain with flagships including BT, Sony Ericsson, Vodafone and ARM.

There are also many other UK companies applying world leading technology and solutions to the communications industry in China including; semiconductor design and related intellectual property, communications software, network management tools and services, test solutions and energy saving for base stations and data centres.



UK TRADE & INVESTMENT

UK Trade & Investment (UKTI) is the Government Department that helps UK-based companies succeed in the global economy and assists overseas companies to bring their high quality investment to the UK.



**China-Britain
Business Council**
英中贸易协会

The China-Britain Business Council is UKTI's official service provider for China.



To find out more, scan this code with your smart phone.