



Hong Kong



Nanchang

## MARKET VISIT TO CHINA

5 MARCH - 9 MARCH, 2018

Businesses in Sheffield and Sheffield City Region are invited to take part in a trade mission to China in March 2018. China is the world's largest economy with a population of 1.38 billion and an average of 7% GDP growth.

Local companies who are looking to export to or seek investment from China are encouraged to join us on this trade mission.

### WHY YOU SHOULD JOIN

China's unrivalled economic growth over the past three decades has helped it to become the world's largest economy. As China moves towards an innovation-led and consumption-driven economic model, there are many opportunities for SCR companies.

This multi-sector trade mission is designed with companies in SCR in mind. Covering the Chinese cities of **Nanchang** and **Hong Kong**, these two cities present unique advantage when tackling the wider Chinese market and beyond.

Working directly with the Nanchang City Government, we aim to help SCR companies to tap into the opportunities in automotive, aerospace, electronics, biomedical, pharmaceuticals, digital & technological services as well as a wide range of consumer products.

For companies who are looking at China and beyond, we are working with organisations in Hong Kong to show businesses how they can take advantage of the Closer Economic Partnership Arrangement (CEPA) and the soon to be announced Free Trade Agreement between Hong Kong and ASEAN. Over 60% of China's FDI went via Hong Kong, this is also a destination for companies seeking investment from China.

## OFFICIAL ITINERARY \*

### 3rd March, 2018 (Sat)

Depart from the UK

### 4th March, 2018 (Sun)

Arrive in Hong Kong

Rest

Optional Welcoming Dinner

### 5th March, 2018 (Mon)

Official Programme Starts

Market Briefing (Hong Kong)

Networking Lunch

Site Visit or Individual Meetings

### 6th March, 2018 (Tue)

Round table meeting

Other activities to be confirmed

### 7th March, 2018 (Wed)

Depart from HK

Arrive at Nanchang

### 8th March, 2018 (Thu)

Industrial zone site visit

### 9th March, 2018 (Fri)

Sheffield Nanchang Economic Cooperation Forum

Meetings with local companies

### 10th March, 2018 (Sat)

Depart from Nanchang for HK, UK

### 11th March, 2018 (Sun)\*\*

Arrive in UK

\* The official itinerary is subject to further updates and participants should inform Invest Sheffield should they want to take part in part of the programme.

\*\* For companies interested in Guangzhou and are in consumer products, an alternative 'meet the buyer' event can be arranged with our local partners.

## Trade Mission Highlights

- ✓ Estimated core cost for accommodation, flights, visas, translation etc. is between £2000 - £2500.
- ✓ Eligible SMEs can apply for support funding under the Exporting for Growth Programme
- ✓ Pre-mission China workshops & bespoke briefing session for participating companies
- ✓ A compact programme designed for businesses in Sheffield City Region
- ✓ Working directly with companies selected by Nanchang City Government
- ✓ Networking & business match-making opportunities
- ✓ Assistance from local Trade specialists before and during the visit
- ✓ Translation services, visa invitation letters and advice on travel\*
- ✓ Personalised market research and meeting introductory service\*

\* Additional cost applies

If you are interested in joining this delegation, or require further information please contact:

**Ben Hui**

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Representatives from Invest Sheffield visited a private jet company Guanyi, a car manufacturing plant (between Ford and Jiangling Motor Group) and met local businesses in Nanchang in September 2017 in preparation for the trade mission.

Organiser: **Invest Sheffield**

Airline Partner:  **CATHAY PACIFIC**

Education Partner: 

Key Partners:  **EXPORTING IS GREAT**  
BRITAIN & NORTHERN IRELAND

 **SYITC**  
SOUTH YORKSHIRE INTERNATIONAL TRADE CENTRE

 **Sheffield City Region**

 **European Union**  
European Regional Development Fund