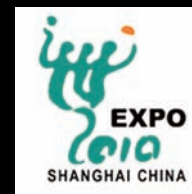


# London Trade Mission to **Shanghai**, the world's largest **EXPO**, and Hangzhou

18-22 October 2010

Closing Date: 23 August 2010

Pre-departure Briefing: 20 September 2010



The mission will be led by Colin Stanbridge, LCCI Chief Executive, who has called EXPO 2010 “an amazing achievement – an Olympic Games for business – which will give our delegates introductions to Chinese business leaders and key contacts and forge relations at events linked to the EXPO”.

EXPO 2010 covers an area twice the size of Monaco and is sited on the banks of the Huangpu River. As well as being the largest, it is the most expensive EXPO in the history of the world's trade fairs.

Over 190 countries and more than 50 international organizations have registered to participate in the EXPO and visitor numbers are expected to exceed 70 million.

Shanghai is the largest centre of commerce and finance in mainland China and has been described as the world's fastest-growing major economy. Opportunities exist for British exporters in virtually every sector.

The mission will also visit the industrial city of Hangzhou, capital of Zhejiang province, whose GDP has more than tripled in the last eight years. New industries include medicine, IT, heavy equipment, automotive components, electronics, telecommunications, and fine chemicals.

## BENEFITS OF JOINING THIS SHANGHAI EXPO TRADE MISSION

- Opportunity to raise your profile with key Chinese business leaders on this high profile trade mission led by LCCI Chief Executive Colin Stanbridge
- **FREE one-day pass to Shanghai EXPO**
- Client hospitality and exclusive networking at a reception in Hangzhou hosted by Zhejiang Chamber of Commerce
- Opportunity to raise market presence and increase your client base at events hosted by the China Council for the Promotion of International Trade and British Chamber of Commerce Shanghai
- Pre-visit and in-country briefings providing market information and advice on how to do business in China
- Subsidised market research provided through the UKTI Overseas Market Introduction Service (OMIS) scheme
- A **FREE business consultation** with London based Mandarin Consultants on the potential of your product or service in the market
- New contacts and shared intelligence within the trade mission group
- Company profile in the trade mission brochure, circulated in China
- In-market help and advice from one of UKTI's International Trade Advisors.

## THE DETAILS

- There is no participation fee. A refundable commitment fee of £250 will be payable and returned after the mission
- Eligible SMEs will receive £200 towards costs
- Travel costs for ground arrangements are: £898  
Flights are direct with **BA who are offering 15% off return flights to Shanghai.**

**FREE  
ENTRY TO  
THE EXPO**

# London Trade Mission to **Shanghai**, the world's largest **EXPO**, and Hangzhou



## PROGRAMME (Subject to change)

<b>Sat 16 Oct</b>	<b>1.50PM</b>	Depart London Heathrow for Shanghai on BA169
<b>Sun 17 Oct</b>	<b>7.59AM</b>	Arrive Shanghai transfer to Hangzhou
<b>Mon 18 Oct</b>	<b>AM</b>	<b>Briefing at CBBC Hangzhou office</b>
	<b>PM</b>	<b>Networking reception hosted by Zhejiang Chamber of Commerce</b>
<b>Tues 19 Oct</b>	<b>AM</b>	Briefing with the China Council for the Promotion of International Trade – Hangzhou
	<b>PM</b>	Depart Hangzhou for Shanghai
<b>Wed 20 Oct</b>	<b>AM</b>	<b>Briefing at CBBC Shanghai office</b>
		Visit to the EXPO (optional)
<b>Thurs 21 Oct</b>	<b>AM</b>	Free for visits to EXPO or individual meetings
<b>Thurs 21 Oct</b>	<b>PM</b>	Networking event at British Chamber of Commerce Shanghai, details to be advised (optional)
<b>Fri 22 Oct</b>		Free for visits to EXPO or individual meetings
<b>Sat 23 Oct</b>	<b>11.00AM</b>	Depart Shanghai for London on BA168
	<b>4.25PM</b>	Arrive London Heathrow

## COSTS

- The travel package includes accommodation at The Ramada Plaza, Hangzhou and The Equatorial in Shanghai and transfers to and from the airport and hotel. The package price is based on a minimum number of bookings and may be subject to change
- Flights are direct with British Airways who are offering 15% off flights to Shanghai exclusively to mission participants.

CT Group Travel is the appointed travel agent for the ground arrangements. Please reserve your travel arrangements directly with Lyndsay Snowden, T: +44 (0) 1892 673435, E: [lyndsay@ctgrouptravel.co.uk](mailto:lyndsay@ctgrouptravel.co.uk)

You can make your own travel arrangements but it is highly recommended that you stay in these hotels in order to make the most of the networking opportunities.

## ELIGIBILITY

To accompany this trade mission, your business must be established within London's 33 Boroughs and selling or marketing a British product or service. You must be an established small and medium sized enterprise under the EU definition (trading for more than 12 months). This means you need to have fewer than 250 employees, have a turnover of less than €50 million per year.

## HOW TO APPLY

If you meet the eligibility requirements and are interested in applying please contact Ruma Deb, Executive, World Trade. E: [rdeb@londonchamber.co.uk](mailto:rdeb@londonchamber.co.uk) T: +44(0)20 7203 1949 for the full application packs. Complete the application forms by 23 August or as soon as possible as there is a maximum of 10 financial support packages available.

## UK TRADE & INVESTMENT

UK Trade & Investment is the Government organisation that supports British companies engaged in international trade and those wishing to locate and invest in the UK. UK Trade & Investment in London aims to help small and medium-sized enterprises through their network of International Trade Advisers who offer experience across a wide range of different markets and countries. In addition to the advice available from UK advisers, companies also benefit from the network of commercial teams located in Embassies around the world. The UK Trade & Investment Market Visit Support Programme, delivered through the London Chamber of Commerce and Industry, can be an ideal way in which to visit a market and generate crucial business contacts. For more information on how UK Trade & Investment can help you, please visit our website [www.uktradeinvest.gov.uk/ukti/london](http://www.uktradeinvest.gov.uk/ukti/london)

[www.londonchamber.co.uk/international](http://www.londonchamber.co.uk/international)

**Our Business is Your Business**