



Trade Delegation to Beijing and Shanghai, China

18th-21st June 2012





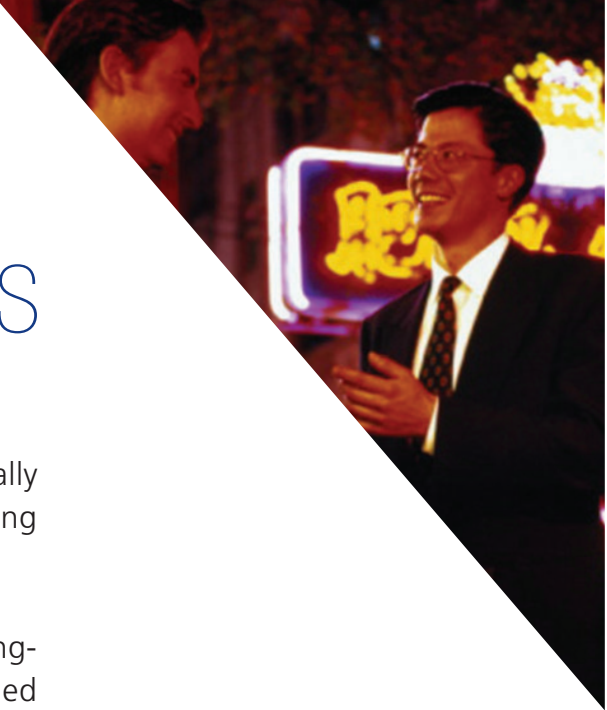
New business opportunities and introductions for members

APSCo strives to help members identify the best new business opportunities both nationally and internationally. As part of our 2012 business development programme we are organising an APSCo Trade Delegation to Beijing and Shanghai, China.

China is THE great economic success story of the past 30 years. Since the “reform and opening-up” policy was introduced in 1978, China has changed beyond recognition. A Soviet-styled planned economy has transformed into a vibrant market-oriented economy and 400 million people have been lifted out of poverty.

China is the world’s largest consumer of iron, steel, coal and cement, and China’s hunger for raw materials continues. Over a million enterprises have flourished, and nearly 40 Chinese companies have entered the global Fortune 500 list. The economy grew 8.7 per cent in 2009, the best performance of all major economies.

There are currently over 49,000 recruitment companies in China – with a population of 1,338,299,512 this equates to 27,312 people per recruitment company! The recruitment market in China is set for strong growth and the opportunity for high quality British companies is vast.





Trade Delegation Programme for APSCo members

During your four-day trip you will have access to key people within this rapidly developing economy and hear first hand about the potential business opportunities in China. The visit will consist of a well-researched and relevant programme of meetings and networking opportunities with time for you to develop and meet your own client contacts.

The APSCo Trade Delegation programme will include:

- **Pre-visit briefing in London in May**
- **Welcome drinks reception**
- **Intensive schedule of business briefings in both Beijing and Shanghai**
- **Key client networking event in association with the British Consulate General, Shanghai**
- **Internal flights from Beijing to Shanghai**
- **Post visit debriefing and support**

This exciting trip is based on a formula that has worked very well for our Trade Delegations to Abu Dhabi/Qatar, Singapore, and Brazil and again will be hosted by Ann Swain, Chief Executive of APSCo, along with Qingling Guo, International Trade Advisor at UK Trade & Investment. The delegation is fully supported by both the British Embassy in Beijing and the British Consulate General in Shanghai.



Who will benefit and what is the cost to attend?

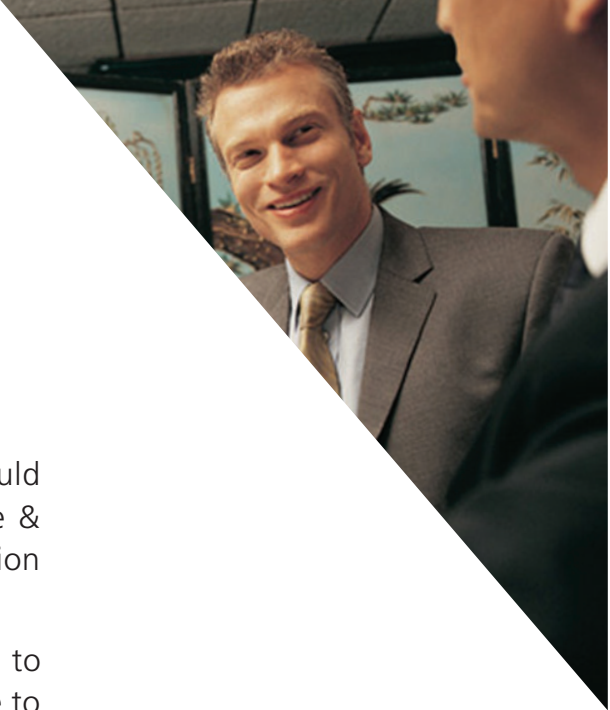
Any APSCo member considering establishing or developing partnerships in China would definitely benefit from attending this Trade Delegation. Supported by APSCo, UK Trade & Investment and the British Embassy, you will gain a first-hand insight into how the region operates and meet some of the key decision makers in favourable circumstances.

If you are already doing business in the region, it will give you an excellent opportunity to strengthen your existing client relationships and establish some new ones. If you would like to develop your business overseas, or simply want to “dip your toe in the water”, this trip will enable you to make a cost effective assessment of the opportunities available to your company in this region.

The cost of attending the APSCo Trade Delegation will be £2000 which covers the following:

- **Pre-visit briefing in London**
- **An OMIS research report (Overseas Market Introduction Service) to identify key decision makers in China**
- **Presentation by British Embassy in Beijing**
- **Networking reception in Shanghai in association with the British Consulate General**
- **All business briefings**
- **Internal flights between Beijing and Shanghai**

Places on the APSCo Trade Delegation are limited and will be allocated on a first come first served basis, so please let us know as soon as you can if you are interested in participating. We will advise on visa requirements.





How to book your place on the APSCo Trade Delegation

You will be responsible for arranging and paying for your own:

- Return flights from UK to China
- Accommodation of your choice
- Travel Insurance

For further information and to book your place, please call Josie Holroyd on 08458 997388 or email josie.holroyd@apsco.org.

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