



SCDI TRADE VISIT TO HONG KONG & SOUTHERN CHINA

Scottish Council for
Development and Industry

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WHY CHINA

SCDI celebrates 40 years of trade visits to China in 2011.

This will be SCDI's 14th visit to China, and 44th visit to Hong Kong. In line with the Scottish Government's China Plan, SCDI regards China as a priority market. China is now the 15th largest export market for Scotland, worth £295million in 2008.

The World Bank has forecast that China will achieve 8.7% GDP growth in 2011. China is on the verge of becoming the World's largest economy and 2nd largest nation.

China is THE great economic success story of the past 30 years. China's growth has been sustained and the economy grew 8.7 per cent in 2009, the best performance of all major economies. While the rise of China is easy to acknowledge, businesses constantly need to catch up with the speed and depth of change and development in China's large and complex market space. Whether selling, trading, investing or franchising, China offers opportunities in abundance to UK companies, large or small.

WHY HONG KONG

With one of the most open and business-friendly environments in the world, Hong Kong offers excellent opportunities for UK companies. Hong Kong is a major centre for British business in the region. In 2010, UK exports of goods to Hong Kong were valued at £4.2 billion, up by 20% over 2009, making Hong Kong the UK's 2nd largest market in Asia (after the Mainland) and our 12th largest export market worldwide. Not only is Hong Kong an attractive market in its own right and a

springboard in to the Mainland China market, it is also an ideal base for regional operations.

WHY GUANGZHOU

Guangzhou is located in southern China on the Pearl River, about 120 km (75 mi) north-northwest of Hong Kong, and is easily accessible by high speed rail. Guangzhou is a key national transportation hub and trading port. Guangzhou is the main manufacturing hub of the Pearl River Delta, one of mainland China's leading commercial and manufacturing regions.

WHY SHENZHEN

The city is located immediately North of Hong Kong. Being southern mainland China's major financial centre, Shenzhen is home to the Shenzhen Stock Exchange as well as the headquarters of numerous high-tech companies. Shenzhen is also the third-busiest container port in China, after Shanghai and Hong Kong.



VISIT PROGRAMME

Below are details of SCDI's draft itinerary for our time in Hong Kong and China. Companies receiving grant funded places are obliged to attend the first trade briefing and official reception in Hong Kong.

Mon 5th	Depart Scotland
Tue 6th	Arrive Hong Kong Evening Dinner with Participants
Wed 7th	Trade Briefing (am) Business Meetings
Thur 8th	Day visit to Shenzhen Business Meetings
Fri 9th	Business Meetings Formal Reception in Hong Kong
Sat 10th	Hong Kong
Sun 11th	Transfer to Guangzhou
Mon 12th	Trade Briefing in Guangzhou Business Meetings
Tue 13th	Business Meetings Depart China
Wed 14th	Arrive Scotland

Flexibility is the key on an SCDI trade visit. The briefing meeting and reception are the only two group meetings that you must attend. You are entirely free to pursue your own business objectives and include your visit in a wider itinerary if you wish.

FINANCIAL ASSISTANCE

Twelve grants of £750 are available for SMEs that are new exporters to this market, to companies that have no previous exports to the market within 12 months, to companies whose turnover from exports is less than 25% of total turnover, and who do not have existing representation in the market. This funding is provided by UK Trade & Investment via Scottish Development International. Please note we are unable to confirm places or eligibility for the financial assistance until a few days after the cut off date.

All companies will be asked to complete a short post-visit questionnaire.

APPOINTMENT MAKING

Should you require assistance whilst in Hong Kong & China, it is **strongly recommended** that you utilise the Overseas Market Introduction Service (OMIS Service) available via Scottish Development International. If you intend to use these services you are advised to complete and return the Application Form promptly as at least 8 weeks' notice is required for market research. Please note there is a charge for this service. For further information on this service please visit <http://bit.ly/d6ndF8>

TRAVEL AND ACCOMMODATION

You are responsible for organising your flights. SCDI will inform you what flights their representative is on and will co-ordinate group hotel accommodation.

To benefit from the group networking activities and business networking it is strongly advised that you stay at the group hotels.

HOW TO APPLY

Please email Amy amy.burnett@scdi.org.uk or call 0141 222 9724 requesting an application form. There is no administration charge for participating on this mission.

The closing date for applying for the visit is Friday 21 October 2011. Late applications may be accepted but will not qualify for the grant of £750 or commercial assistance.

FURTHER INFORMATION

<http://www.ukti.gov.uk/export/countries/asiapacific/fareast/china.html>

<http://www.ukti.gov.uk/export/countries/asiapacific/fareast/hongkongsar.html>

<http://www.economist.com/countries/china/>

<http://www.cbcc.org/>

www.investhk.gov.hk