



TRADE MISSION TO SOUTH WEST CHINA AND SHANGHAI
6 – 13 September 2010

Fast track to the world ^{UK}

MEET FACE TO FACE WITH DECISION MAKERS FROM THE KEY CITIES IN CHINA LEADING ON SUSTAINABLE DEVELOPMENT . . .

. . . LOOKING TO DO BUSINESS AND FORM PARTNERSHIPS WITH UK COMPANIES

UK Trade & Investment are organising this trade mission in September 2010 to showcase the UK's low carbon and sustainable urban development expertise. The Mission will allow you to present your knowledge and expertise directly to project specifiers from municipal and provincial government departments through a series of roundtable discussions and site visits.

A range of support to bring you new leads . . .

- Participate in the Mission to develop new sales leads.
- Present your knowledge and expertise to decision makers
- UKTI support with visa and travel arrangements.
- Overseas Market Introduction Service (OMIS) reports can provide you with detailed knowledge before your visit.
- All logistics and programme organised for you by UKTI.

China's Sustainable Cities Programme

A number of major cities in SW China have been designated by Beijing as demonstration centres for low carbon infrastructure and sustainable urban development under the "Sustainable Cities" programme. UKTI has signed co-operation agreements with 5 of these cities. In each, we are working with the local authorities to identify projects for which participation by UK companies is sought to assist them in achieving their ambitious Sustainable City targets. The 5 are Chongqing, Changsha, Zhuzhou, Xiangtan and Wuhan. This trade mission will visit 3 of these cities and provide a unique opportunity for UK businesses interested in sustainable urban infrastructure development to see the range and scale of the opportunities at first-hand and meet senior officials from the municipal and provincial government departments responsible for project specification and also local and international investors and developers.

Opportunities for UK companies are wide-ranging:

- Sustainable construction process, products and techniques
- Masterplanning, architecture, interiors, training and consultancy
- Energy and water saving and intelligent building products, systems and technologies
- Urban Regeneration and Design
- Transportation Infrastructure
- Low-carbon technologies
- Environmental consultancy
- Environmental monitoring and analysis
- Air pollution reduction
- Waste water, solid and hazardous waste treatment
- Clean Development Mechanism (CDM)
- Financial frameworks

The Mission will culminate with participation in the FT Urban Development Summit in Shanghai on Monday 13 September, where senior business representatives, politicians, officials, policy-makers, opinion-formers and thought-leaders will gather to discuss the challenges and opportunities arising from the transition to a low-carbon future. The summit will be followed by a UKTI business networking reception.

UK Know How – profiling UK expertise

The Mission will benefit from 'UK Know How', an integrated marketing campaign that aims to position the UK's 'whole of economy' low carbon capabilities to this important Chinese market.

Leveraging the UK's successful presence at Shanghai Expo and its profiling of our sustainable development credentials, the UK Know How campaign will provide added exposure and interest to this trade mission and UK expertise at the FT Urban Development Summit.

Draft 8 day Programme

5th September	Arrive in Changsha, China
6th – 7th September	Meetings, site visits and business networking reception, Changsha
7th – 8th September	Meetings, site visits and business networking reception, Zhuzhou
9th -10th September	Meetings, site visits and business networking reception, Chongqing
11th – 12th September	Travel to Shanghai
13th September	Attend FT Urban Development Summit and business networking reception, Shanghai EXPO

Changsha and Zhuzhou

Changsha, the capital of Hunan Province, and Zhuzhou, together with Xiangtan make up the "ChangZhuTan (CZT) Golden Triangle". These 3 Hunan cities have a combined population of over 15 million and the CZT zone has a footprint of about 1000km².



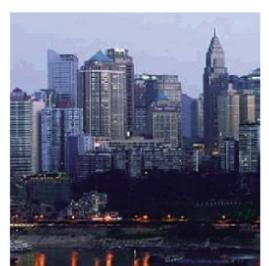
UKTI has recently negotiated a co-operation agreement with the Hunan authorities to collaborate on sustainable urban development and green building projects within the CZT zone as these three cities, over time, converge to create a mega-city.



Changsha is a major river port and a commercial and industrial centre. Zhuzhou is a major logistics and rail transportation hub serving much of South and South West China.

Chongqing

With a population of over 30 million, Chongqing is the fastest growing urban centre in the world and is one of the key cities in China giving a lead on sustainable development. It is delivering the policies and projects which will create a balanced rural and urban society and be a reference for project development throughout China.



Map of China



Participate in a structured business development opportunity

For any UK business involved in the sustainable urban development agenda this is a prime opportunity to be part of a formal UKTI sponsored mission, designed to present UK capability with a dynamic and high impact format.

- Attract new business
- Increase visibility and brand recognition
- Find new contacts in your specific field
- Learn about the latest sustainable urban development opportunities in China

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