



China-Britain
Business Council
英中贸易协会



British Consulate-General
Guangzhou

英国驻广州总领事馆

**UK Trade and Investment Priority Regional City Mission to Changsha:
18-19 June 2009**

UK Trade and Investment (UKTI) at the British Consulate-General Guangzhou, China have this year already organised delegations of UK companies to explore and follow up business opportunities in Foshan and Dongguan (largely focussed on financial and professional services), Changsha (sustainable infrastructure) and Xiamen-Quanzhou-Fuzhou (multi-sectoral).

These cities featured in a recent report by the China-Britain Business Council (CBBC) and the University of Leeds, commissioned by UKTI, which highlighted the regional economies offering the greatest potential for UK business. This could be for companies new to China or those already doing business from other locations in the mainland or Hong Kong SAR.

We have been *enormously* encouraged by how these delegations have gone. The take-up by industry has exceeded our expectations: the Foshan/Dongguan delegations each featured 20 delegates representing 15 companies and organisations; Xiamen, 35 delegates from 27 companies and organisations, and; Changsha, 30 delegates from 20 companies and organisations. The feedback we have received from the delegates has been universally positive, much of it extremely so- many of the delegates from the first visits immediately signed up for the next and then the third etc. People have really valued the profile, access and insights that these delegations give their businesses. The feedback from our contacts in the host cities has also been great- the size of the delegations and the quality of the companies featured (all leaders in their own areas of expertise) has really made a good impact both for the companies and for the UK.

The next delegation will be a multi-sectoral one to **Changsha on 18-19 June**, lead by HM Consul General, Brian Davidson. This delegation will be jointly organised between UKTI Guangzhou and China Britain Business Council Shenzhen office. Given the experience we have gained both from running the previous delegations and a period of fairly intensive engagement with our contacts in Changsha, we feel we can offer an enhanced value package of meetings with senior leaders, networking with local (city and provincial) government and businesses, matchmaking with potential partners and **a centre-piece high-profile/large scale hospitality event to mark the Her Majesty the Queen's birthday**; and site visits to the emerging business development areas in the cities of Zhuzhou and Xiangtan, which are linked in a growth triangle with Changsha.

We anticipate large demand for places on this delegation and expect to have to limit the size to no more than 40 representatives from no more than 30 UK companies. **A charge of £245 will be applicable per company** (not per delegate) participating which will ensure the following benefits:



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- **enhanced profile, credibility and access** at City and Provincial Government level that can only be achieved through joining a programme of meetings led by the Consul General;
- participation and **media exposure** from a large scale press conference, and subsequent summary of all print media coverage, and copies of printed coverage;
- attendance for one representative from your company and one designated guest at the prestigious **Queen's Birthday Party evening event**- as the first time this British National Day celebration has been run in Changsha, it will represent the largest scale and highest profile UK event in Hunan province;
- inclusion of your company's logo and profile in the **delegation brochure** to be distributed to the Chinese interlocutors, media and VIP guests throughout the programme;
- your companies **logo** and ten word **summary** to be included in video-loop displayed electronically in the reception;
- **full local logistical arrangements** including hotel booking, transport for group programme;
- **E-Notice of business opportunities** on the UKTI Portal
- A chance for **early mover-advantage** through initial introductions to Zhuzhou and Xiangtan.

(***There will also be an option for a higher-level, bespoke service package for companies seeking our assistance in: tailored business matching; individual programme arrangements; attendance and support by a member of the Consulate team for individual meetings; company specific lobbying etc. The price for these would depend on the time dedicated to arranging and delivering the service but would start at £490).

We feel very confident that this delegation will be the largest and most successful yet. I would encourage you to book your place on it early to avoid disappointment.

If you are interested in joining this mission, please contact Ms Scarlett Huang at scarlett.huang@fco.gov.uk; fax: 8620 83336485 before 31 May 2009. We aim to limit this to 30 companies so please register quickly.



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Tentative Programme for UKTI Mission to Changsha

17 June 2009 (Wednesday)

Delegates arrives in Changsha

Overnight at Changsha Sheraton Hotel

18 June 2009 (Thursday)

Call on the senior leader of Hunan Province

Business matching event with government officials and local companies/tour to investment zones/company visits

Lunch

Meeting with the Mayor of Changsha and senior leaders

Signing of Letter of Intent on UK-Changsha co-operation in sustainable city development

Press Conference for the mission

Queen's Birthday Party

(companies choose to travel onto their destinations or join the next day programme in Zhuzhou/Xiangtan)

Overnight at Changsha Sheraton Hotel

19 June 2009 (Friday)

Travel to Zhu Zhou (one hour trip)

Meeting with senior leaders/company representatives in Zhuzhou

Lunch with senior leaders of Zhuzhou

Travel to Xiangtan (one hour trip)

Meeting with senior leaders/company representatives in Xiangtan

Companies to leave Changsha

Facts about Hunan

Hunan government launched the **Changsha-Zhuzhou-Xiangtan** (Chang-Zhu-Tan) **city cluster** project in 2008. It is a State Pilot Zone for Building a Resource-Conserving and Environmentally Friendly Society, with an initial investment of **70bn RMB** on 134 key projects in 2009. Follow-up more investment (no indication of the amount) will be put in until the Zone construction is completed in 2020.

A major theme of the development is also in providing a "smooth transition" in Changsha's industrial structure from traditional heavy manufacturing to energy efficient, 'resource saving' higher technology manufacturing and service industry.

- Improve the efficiency of its traditional manufacturing industry
- Develop financial service sector
- Support creative and ICT industries
- Environmental protection industries

Opportunities for UK companies:

- **Urban planning & master planning**, especially across the three cities for greater integration, and five pilot zones in five key cities.
- **Landmark building design** – especially green, intelligent and energy saving building design and products.
- **Transport design**, masterplanning, economic modelling and project management. Current plans include:
 - New Light rail service
 - Airport expansion (aim for 1.9million passengers per year)
 - Highway expansion, design and planning – main aim is greater integration between the three cities.
- **Riverbank reconstruction** – focus towards retail & tourism but essentially mixed-use developments.
- Further environmental protection services & products such as **river remediation** and urban drainage network consultancy for Changsha pilot zone.
- **Power transmission & distribution and generation** – T&D aiming to increase the voltage and save energy, generation new build in nuclear, wind, solar, wind and bio-mass.
- **ICT infrastructure development** – plans to integrate the three cities' land line telephones to have the same area code. Cable embedding etc.
- **Financial services** – plans to integrate the financial sharing capability between the three cities.
- **Emissions Trading** – Plans to expand the emissions trading scheme, currently covering SO₂ and COD, to a phase 2 covering CO₂.