

ACCESSING INTERNATIONAL MARKETS

LIFE SCIENCES TRADE MISSION TO BEIJING

EXPLORE COLLABORATIONS – CHINA

12-15 OCTOBER 2009

CLOSING DATE: 20 SEPTEMBER 2009



ARE YOU A SUCCESSFUL UK COMPANY IN THE LIFE SCIENCES SECTOR?

WOULD YOU LIKE TO EXPLORE COLLABORATIONS WITH CHINA?

WHY CHINA

Earlier this year the Chinese government announced the investment of 850 billion RMB to reform its ailing healthcare sector over the next three years. This much anticipated reform aims to provide 'safe, effective, convenient and affordable' health services to the whole population by 2020.

This mission will showcase the UK's excellence in Life Sciences and elevate the visibility of British companies in the Chinese market. Companies attending the mission will have an opportunity to present the UK's innovative and world class R&D talents, to key contacts in China.

Why participate in the Life Science trade mission

- Your company will have enhanced visibility as part of the UK delegation to the UK-China Joint Economic & Trade Commission Healthcare Working Group
- You will gain insight into opportunities for business collaborations and academic partnerships
- An opportunity to give presentations to senior Chinese decision makers
- Participate in high profile networking events, connecting with senior members of the Chinese Life Sciences Industry

- Arrange One to One meetings with Chinese companies in similar sectors
- Attend a group visit to Beijing Development Area, housing China's largest scientific and technological research centre
- Attend a launch of UKTI's commissioned research study by Ernst & Young. (Mapping and targeting Chinese Healthcare Procurement and key competitor analysis).

MARKET ASSISTANCE

The Overseas Market Introduction Service is a bespoke service that puts your business directly in touch with UKTI staff in overseas offices, who provide local language skills, market knowledge and extensive political and commercial contacts. As a totally impartial organisation, our trade teams offer open and honest advice about your chosen country, the market situation and the competitor context to enable you to make better decisions. UKTI offers subsidised in-market assistance, through OMIS, to help make your visit an even greater success.

Contact Anna Zhao to discuss your needs and whether this service could be of benefit.

Contact Anna Zhao for tailor-made arrangements by 1 September 2009.
Email: anna.zhao@fco.gov.uk

Contact Robert Kipps to register interest by 20 September 2009.
Email: robert.kipps@ukti.gsi.gov.uk

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UK Trade & Investment and British Airways Partnership

UKTI can help your overseas business strategy take flight thanks to an offer from British Airways.

The airline has provided UKTI with international return flights to help UK SMEs expand their business to new markets.

Flights have been allocated to a number of life sciences trade missions but are subject to some restrictions and availability.

For more information and an application form please go to <http://www.ukan.uktradeinvest.gov.uk/trade-directory/categories/travel-10788/british-airways-340>

HOW TO APPLY

Register your interest in joining this mission by completing the attached company profile and submitting it to Robert Kipps on robert.kipps@ukti.gsi.gov.uk. Deadline for event registration is 20 September 2009.

If you need tailor made arrangements to make the most of the mission, please contact Anna Zhao on anna.zhao@fco.gov.uk by 1 September 2009, and outline your specific requirements in the OMIS section in the attached form.

FOR FURTHER INFORMATION

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UK Trade & Investment is the government organisation that assists overseas companies to set up or locate their business in the UK's dynamic economy. We also help UK-based companies succeed in international markets.

www.uktradeinvest.gov.uk

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