

Doing Business in Asia: Meet the Experts 2010-11

UK Trade & Investment is running a series of 'Doing Business in Asia: Meet the Experts' events around the UK over 2010-2011. **The aim is to galvanise more UK companies to explore the opportunities in Asia.** Our target is to attract a high level audience of business attendees, of which 50% should be 'new to Asia'.

The final four events in this series are in **Edinburgh, Newmarket, London, and Northern Ireland (9, 10, 16, 17 February 2011)**. We are offering your members a 20% discount off the registration fee of £75 + VAT, accessible by using the code "**atoatf11**" when registering at: www.businessinasia.co.uk.

The events are practical and interactive and an opportunity for companies to gain insight into the business and political climate from diplomats from UK Embassies and High Commissions in 12 Asian markets and to learn from UK companies succeeding in Asia.

The event in **Newmarket** provides a specific focus for **technology companies**. In addition to market experts from Asia, companies will be able to meet UKTI's Technology Specialists from a wide range of sectors including low carbon, energy, healthcare, creative industries, life sciences, ICT, advanced engineering, electronics design and digital media.

Below are some comments from business delegates that attended events in 2010, and overleaf are ideas of how you might promote these events and encourage your members and networks to benefit by attending.

What was the most useful aspect of the Doing Business in Asia event? (Feedback from delegates who attended events in 2010)

"The first hand experiences of the companies doing business in the markets"

"Clear insights and updates on markets and good personal contacts"

"Lots of opportunities to ask questions"

"Gaining an insight to how to develop business in the particular markets/countries was really helpful"

"Honesty and practical feedback on questions, identified some very pertinent issues"

"Expert local knowledge on opportunities"

"Understanding the political landscape of the countries"

Suggested article for your website or newsletter:

“Want to hear about how your business can succeed in Asia?”

The phenomenal growth of Asian markets remains set to continue. With rapidly rising populations of middle class consumers who have an appetite for British goods and services – you cannot afford to miss out.

When looking to take your business further, there's nothing more reassuring than talking to people who have been there and done just that. UK Trade and Investment are running a series of 'Doing Business in Asia: Meet the Experts' events across the UK, where British companies will have first-hand access to hear what it's really like to do business in 12 markets in Asia. Whether you are new to Asia and want to find out more, or are already active and want to dig deeper, then these events are for you.

The next events are in Edinburgh, Newmarket, London, and Northern Ireland (9, 10, 16, 17 February 2011). For more information please visit: www.businessinasia.co.uk, and use promotional code '**atoatf11**' when booking to obtain a 20% discount off the registration fee of £75 + VAT.

On the day you will benefit from:

- **Latest on-the-ground briefing** and Q&A on the business and political climates, delivered by experts based in Asian markets.
- **One-to-one meetings** for advice on your business prospects in these markets.
- **Practical advice** on common legal issues, how to manage risk and cash flow, and how UKTI can help.
- **Networking opportunities** with delegates, speakers and experts.

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Markets in Asia covered at these events include: China, India, Indonesia, Japan, Malaysia, Southern China & Hong Kong, Philippines, South Korea, Taiwan, Thailand, Vietnam, Singapore, and Sri Lanka.

If you use Twitter to communicate with your members, some suggested tweets are below:

- Want to be part of tomorrow's world? Start here <http://bit.ly/yQ1ki#ukbizasia>
- Look further, grow faster and stay one step ahead of the competition. Find out how <http://bit.ly/yQ1ki> #ukbizasia
- Rapidly growing population of more than half a billion and rising levels of affluence, there has never been a better time to explore South East Asia <http://bit.ly/yQ1ki#ukbizasia>
- Want to internationalise your business? Then come and take a look at Asia, where opportunities await you. Find out more <http://bit.ly/yQ1ki> #ukbizasia
- Hear about how the UK Technology sector is well placed to succeed in Asia, find out more <http://bit.ly/yQ1ki#ukbizasia>

For more information: Please visit our website: www.businessinasia.co.uk or contact Sally Belfield
Email: Sally.Belfield@ukti.gsi.gov.uk, Tel: 0207 215 4966.

For more information and to book: www.businessinasia.co.uk

Asia Task Force Team, January 2011