

Invitation to UK Advanced Engineering firms to be part of the:

UK Advanced Engineering 2010: China Showcase event at Shanghai **23-24 June 2010**

Your company will have the opportunity to meet key Chinese decision makers from the automotive, aerospace and engineering sectors and highlight your capability and expertise during one of the key business events of the year. The British delegation is being led by **Digby, Lord Jones of Birmingham** who will be joined in Shanghai by the **British Ambassador**.

UK Trade and Investment is organising a programme, with a package of support, to improve the sector's reputation by showcasing UK Advanced Engineering capabilities.

UK firms will have a platform from which to:

SHOWCASE YOUR EXPERTISE

- A free entry in the UK Advanced Engineering event brochure which will be available in both English and Chinese.
- A free entry on the UK Advanced Engineering: China Showcase 2010 website in both English and Chinese www.ukaechina.com
- An invitation to the UK Trade & Investment VIP Gala networking dinner on 23 June.
- A complimentary business matching service for eligible firms to pre-arrange one-to-one meetings for your company at your own badged booth with key Chinese companies at the showcase.
- Participation in a series of interactive seminars covering key areas of UK expertise and cooperation.
- A networking lunch with key Chinese contacts at the event.

GAIN MARKETING EXPOSURE

- Build knowledge of a fast changing, critically important, market.
- Facilitate access to potential local buyers, partners and staff.
- Better promote your company, brand and products.
- Build relationships & trust.
- Develop your vision for the Chinese market as part of your overall business plan.
- Allocate marketing resources more effectively, as part of this major UK effort.

RECEIVE A MARKET SUPPORT PACKAGE

- £800 to support each eligible participating UK firm. This offer is available for a limited number of companies so please register to confirm availability.
- UKTI's event support team, Brandon Hill Communications, is available to help you with travel and accommodation in Shanghai and support your participation in the showcase event, (if not part of one of the organised business missions - see below).
- UKTI has block-booked a hotel at preferential rates for delegates in Shanghai for the Showcase programme.



- UKTI will organise in-market transportation as required within Shanghai between the hotel and dinner.
- UKTI is covering the conference costs for all UK delegates including booths.
- UKTI is organising interpreters for the showcase event.

In return each company will:

- Provide a suitable representative to participate in the showcase event on 24 June.
- Provide 200 words on your organisation for the UK Advanced Engineering event brochure and the UK Advanced Engineering at Shanghai Expo 2010 website by the deadline.
- Provide 100 words on your organisation for the personalised exhibition booth by the deadline.
- Provide company logos and branding material in the appropriate format by the required deadlines.
- Complete UKTI's 'Point of Delivery' feedback questionnaire.
- If required, provide UKTI with a suitable quote for marketing purposes before or after the event.

Business delegations to China to join this Showcase event are being organised by the SMMT and A|D|S.

SMMT will be visiting Shenzhen and Shanghai – contact

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Manager, International

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A|D|S will be visiting Chengdu, Shanghai and Harbin – contact

David Scotter Email: David.Scotter@adsgroup.org.uk

Director – Aerospace Market Development & Exhibitions

A|D|S

Switchboard: +44 (0)20 7091 4500 Fax: +44 (0)20 7091 4545 Web: www.adsgroup.org.uk

Please also note that The British Chamber of Commerce in Shanghai has offered to put on a seminar on the afternoon of 23rd June on doing business in China for their member engineering firms, which UK delegates will also be welcome to attend, free of charge.

To register or for general information about the Showcase event please check the website www.ukaechina.com or contact our contractors –

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Brandon Hill Communications

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Or ourselves for further questions:

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