

## DOING BUSINESS IN ASIA: MEET THE EXPERTS

[www.businessinasia.co.uk](http://www.businessinasia.co.uk)

### A series of eight unique UK Trade & Investment (UKTI) events, taking place around the UK in July, November, and then February 2011

UKTI invite you to attend and learn from highly experienced business leaders and overseas trade experts from both the private and public sector, and benefit from their 'on the ground' first hand experience and knowledge. Designed for businesses who have an interest in, or already have some experience of, Asian markets and want to develop.

Each event will provide you with the opportunity to meet face-to-face with British Ambassadors, High Commissioners and other senior representatives from Asian markets, choose from a range of sessions, including interactive Q&A market clinics, practical support sessions and networking opportunities, all focused to help you learn about key opportunities and the current economic and political climate in Asian markets.

#### What you will learn

- Latest on-the-ground briefings on the business and political climate from the British Ambassadors, High Commissioners and Senior Representatives in 11 Asian markets.
- Case studies and practical advice from UK companies succeeding in Asia today.
- Develop contacts, network and learn about the support available from UKTI's experts and partners.

#### Who Should attend?

Chief Executives, Directors, Senior Decision Makers and Managers involved in business development or international sales and marketing in UK companies.

These events are not aimed at UK companies that wish to import or source from Asia.

#### Asian market opportunities

Asian economies are leading the global recovery, and are widely expected to grow strongly in the short and medium term, generating new opportunities for UK business. UK businesses are already succeeding in Asia and these markets account for an ever growing share of UK exports.

UKTI research shows that companies that export are more resilient, more competitive and more innovative. Exporters report achieving a level of growth otherwise not possible, and have already proved themselves more resilient during the down turn. Exporters have also been able to reduce business dependence on a single or small numbers of markets, and in so doing have been able to increase the commercial life span of their products or services.

More UK businesses are devoting attention to these markets and UKTI can help you explore and succeed in new markets in Asia, whether you are a small or medium-sized UK business new to exporting, or an existing exporter seeking to expand your business.

#### Markets Covered:

China            Hong Kong            Taiwan            Singapore            Philippines            India  
Japan            Indonesia            Thailand            Vietnam            South Korea