

China & India: Trading with Asia's Giants



National College for Leadership of
Schools and Children's Services
Triumph Road
Nottingham, NG7 2GA

Thursday 7 October 2010
9.00 am - 1.30 pm

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Programme

09h00 Registration, Refreshments and Networking

09h45 Welcome and Introduction

09h50 Where are the Chinese & Indian markets headed over the next 5 years?

Shujie Yao, Professor of Economics & Chinese Sustainable Development and Head of School of Contemporary Chinese Studies, University of Nottingham and *Dr Sumon Bhaumik*, Reader in International Business & Economics, Aston Business School

10h30 Case study presentation: Experiences of successfully trading in the Chinese & Indian markets

Trelleborg Industrial AVS

10h50 Question and Answer Session

11h05 Tea / Coffee

11h30 Workshop Session One (choose one topic from below)

1. Opportunities in China's & India's regional cities

Stewart Ferguson, Head of Research and Consultancy, China-Britain Business Council, *Jesh Rajasingham*, Policy and Research Analyst and *Neeraj Agarwal*, Head of Business Services, UK India Business Council

2. The practical challenges of trading with China & India

Jürgen Kracht, Managing Director, Fiducia Management Consultants Shanghai and *Dr Shefaly Yogendra*, Principal, Utplava Advisory and Consulting

3. Developing long term relationships with partners and customers in China & India

Neil Barrett, Managing Director, Supply Base Solutions and *Anita Patel*, Managing Director, Tania-Tapel Limited

4. An introduction to the right and wrong way to conduct business in China

Danni Yan and *Dr Chris Iddon*, Directors, Wei Lai Enterprises

12h30 Workshop Session Two

Repeat of Workshop Session One

13h30 Networking Lunch and Close

To book your place now please visit www.emita.org.uk

The premier event for East Midlands businesses interested in exploring the Chinese and Indian markets – their strengths, the challenges and opportunities for business.

Our programme has been designed to give you the ideal opportunity to compare and contrast the two markets and features inspiring speakers, one to one advice, networking opportunities and an exhibition of key partners and trade organisations.

Keynote Speakers

Professor Shujie Yao

Shujie Yao joined The University of Nottingham as Professor of Economics and Chinese Sustainable Development in August 2006. Subsequently appointed as the first Head of the School of Contemporary Chinese Studies at Nottingham in January 2007, Professor Yao is an expert on economic development in China.

He was ranked eighth among the world's China scholars specialising in the study of the Chinese economy in a recent article published in the Journal of Asian Economic Literature.

Professor Yao has had a wide range of consultancy experience with major organisations including the UNDP, FAO, World Bank, ADB, DFID, EU and the UNCDF, working in many less developed and transitional economies in Africa, Asia and Eastern Europe.

Dr Sumon Bhaumik

Dr. Sumon Bhaumik is a Reader in International Business and Economics at Aston Business School. He has a Ph.D. in Economics from the University of Southern California, and has worked both within and outside academia.

Early in his career, in India, he was a Senior Consultant to the National Institute of Public Finance and Policy, a New Delhi based think tank, and a Senior Economist at ICRA Limited, the Indian associated of Moody's Investors Service.

Dr Bhaumik's research covers a wide range of areas such as banking and financial markets, corporate governance and foreign direct investment. He has also worked as a consultant to policy-focussed organisations such as The World Bank and The Conference Board.

Case Study

Trelleborg Industrial AVS is a world leader in the design and manufacture of rubber-to-metal bonded engineering products, antivibration mountings and suspension components.

From their Head Office and main manufacturing facility in Leicester, the company has established a global presence including production facilities and a full technical centre in Shanghai. In addition, they also have a strong presence in India where they have a distribution network as well as a successful technology transfer partnership in India.

A representative from Trelleborg will provide an insight into their experiences of successfully doing business in China and India and will touch on some of the challenges they have faced along the way.

Details of Workshops

Delegates will be able to attend two of the following four topics:

1. Opportunities in China's & India's regional cities

China is a land mass of diverse geographical and demographic variation. As such the opportunities within the different regions vary greatly and the question always arises "where am I best to start?". China-Britain Business Council (CBBC) has conducted several in-depth comparative reports on different cities and industries. Stewart Ferguson, Head of Research and Consultancy at CBBC, will introduce some of the main findings from the most recent works on Financial & Professional Services, ICT, Automotive, Aerospace, Sustainable Infrastructure and the Creative Industries.

While the large cities of Mumbai, Delhi and Bangalore have traditionally been the favoured Indian destinations of UK businesses, there are numerous opportunities outside these established economic centres. Jesh Rajasingham, Policy and Research Analyst and Neeraj Agarwal, Head of Business Services at UK India Business Council (UKIBC), will discuss the findings of a report conducted by the organisation on the emerging cities of India, including Ahmedabad, Nagpur and Pune, and highlight the sector specific opportunities on offer for East Midlands businesses.

2. The practical challenges of trading with China & India

To take advantage of the opportunities that exist in China and India, UK companies must navigate challenging business environments. The World Bank ranks China and India as the 89th and 133rd easiest places to do business in the world. Jürgen Kracht of Fiducia Management Consultants and Dr Shefaly Yogendra of Utplava Advisory and Consulting will address the practical issues of operating in these markets and recommend solutions to overcoming them.

Fiducia Management Consultants is led by Managing Director Jürgen Kracht, a German national who is a management consultant with over 35 years of experience in China trade and investment. He is regarded internationally as a valuable speaker at China events providing comprehensive know-how and in-depth practical experience on various China business topics.

Dr Shefaly Yogendra is the Principal at Utplava Advisory and Consulting. She has advised investors and businesses for over a decade, with a specialist focus on highly regulated technology industries and India investments.

Details of Workshops (continued)

3. Developing long term relationships with partners and customers in China & India

Recognising how Chinese and Indian counterparts are likely to behave, what strategies they are likely to deploy and how to engage them is paramount to building successful business relationships. Neil Barratt of Supply Base Solutions and Anita Patel of Tania-Tapel will draw upon their personal experiences and offer invaluable tips and advice for relationship building in these diverse markets.

With over 25 years of purchasing experience, including 12 years in Asia, Neil has extensive knowledge of doing business in China. Operating from Lincolnshire and with an office in Ningbo, his company assists UK businesses to purchase goods and services from global suppliers in the Far East, particularly China.

Tania-Tapel specialise in the planning and management of quality events and Asian weddings. Anita opened her first international office in India and has personally overseen her Eastern operation from Mumbai since 2008.

4. An introduction to the right and wrong way to conduct business in China

A brief introduction to Chinese business culture through three short role plays which will demonstrate how easy it is to conduct oneself in the wrong way and will give a review of the salient points regarding how one should act in the Chinese way.

An ideal workshop for companies who are interested in exploring the Chinese market, are preparing for a visit to China or are planning to receive a delegation from China. Introducing an understanding of the Chinese concepts of mian zi, guan xi and general cultural awareness giving you a bit of knowledge that will add much value to your Chinese business dealings.

The workshop will be presented by Danni Yan and Dr Chris Iddon, Directors of Wei Lai Enterprises Ltd. The company specialise in providing Mandarin interpretation, translation and Chinese cultural awareness courses. Danni is a native born Mandarin speaking bi-linguist who has lived in the UK for 7 years. Chris brings technical awareness and project management to the team.

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