



China: entering the market

Winning business, developing contacts and managing risk in the tech sector

An invitation to a virtual roundtable, 9.30am-10.30am, Tuesday 28th September 2021

If you are starting to consider the opportunity for your business in China, we would be delighted if you could join us to share your views at an important debate around how to enter the market in China.

China is now the UK's sixth biggest export market, and with high demand for many of the tech products and services British companies excel in producing, there are opportunities for a wide range of businesses.

The event

Join your peers from ambitious businesses across the South West in a discussion facilitated by the Department for International Trade to explore the opportunities in the Chinese market.

We will discuss the issues, challenges and solutions around selling products and services in China, including working with local partners and staff, competing on the ground, geographic strategies, the online opportunity and dealing with the nuts and bolts of doing business. This debate will provide you with the opportunity to share experiences with other businesses, learn what works and doesn't work, and explore the vast opportunity the market presents.

The support available

The debate will be hosted and facilitated by specialists from DIT's Enhanced International Support Service for China, a programme designed to provide specialised, meaningful export support in vital markets for UK businesses. This team is also available to provide you with bespoke one to one guidance and support as you plan your expansion in the Chinese market.

Registration

To register, please contact:
<https://www.events.great.gov.uk/ereg/newreg.php?eventid=200228952&>

Details

The virtual round table will be held via Webex at 9.30am-10.30am on 28th September 2021

Places are limited so please let us know as soon as possible if you can come

If you can't join

If you can't make it to the roundtable, but would like to speak with an EISS Advisor about China, please let your ITA know and they can help facilitate this.

