

PRESS RELEASE – WITH IMMEDIATE EFFECT

CHINA: GATEWAY TO THE FAR EAST

With the Commonwealth Games still fresh in people's minds the focus is now shifting towards the next Olympic Games and China's importance is back in the spotlight. Locally, Qingdao, the host of the next Olympic sailing events, has a long standing relationship with the Southampton and Fareham Chamber of Commerce.

This relationship was aptly illustrated through Madeleine Sturrock, Managing Director of PanCathay Consulting Limited when she was the key speaker at the second, in a series of seven, Chamber International Events. Representatives from fourteen different companies attended the workshop as it focused on China as one of the world's fastest growing markets. Delegates heard about China's unique challenges and opportunities for UK business due to its vast size, cultural and language differences, as well as the huge trade and investment opportunities it offered.

Madeleine Sturrock commented on practicalities such as always using your own, well-briefed interpreter and the fact that numbers in Chinese can be a problem as well as other forms of trading with China besides direct visits.

The workshop also highlighted the strategic importance of China as a Gateway to other Far East countries.

David d'Arcy Hughes, Board Director of the Southampton and Chamber of Commerce said of the breakfast workshop that,

"It gave a wide ranging insight into the issues to be addressed in order to succeed in a challenging business environment far from home, from where to pitch your market to how to survive a Chinese banquet. The presentations combined hard economic facts with thought-provoking anecdotes and left those attending with the firm impression that the investment of detailed planning and hard work can reap substantial rewards in the Chinese market".

ENDS

Notes to Editor

The UK is the 3rd largest EU exporter and trading partner in total two-way trade (after Germany and Netherlands), and the 9th largest overall exporter

Chinese Premier Wen Jiabao has proposed to increase UK-China trade to US \$15 billion over the next two years

Major UK companies with investments in China include Arup, BP, B&Q, P&O, Rolls Royce and Tesco

Major Industry Sectors include:

- Food and beverages Textiles Ocean Technology
- Environmental services Leisure Shipbuilding & Repair
- Healthcare Petrochemicals Tourism
- Infrastructure Development Locomotive Electronics
- Marine Financial services Rubber
- Port & Associated Marine and Transport activities

To help Hampshire businesses with overseas trade information Chamber International has also established a dedicated website page at www.soton-chamber.co.uk/ci.htm

For further details about Chamber International, including the other workshops in the series, contact the Southampton and Fareham Chamber of Commerce at Bugle House, 53 Bugle Street, Southampton. SO14 2LF on 023 8022 3541 or through e-mail at export@soton-chamber.co.uk.

For further details about the Southampton and Fareham Chamber of Commerce's other features visit the website www.soton-chamber.co.uk