



# CHINA REGIONAL DEVELOPMENT FORUM 2008 Guangzhou



中国  
区域  
发展  
论坛

Economic Transition and Sustainable Development in the  
Pearl River Delta Economic Region.

Your chance to learn the business opportunities in the technological  
transformation of new industrial sectors promoted by  
Guangzhou Municipal Government in China's 11th Five-Year Plan.  
"New Economy":

Bio-pharmaceutical, new material, new environment-friendly energy.

"Service Sectors":

Finance, Creative Design, Trade, Tourism and Logistics.

"Manufactory Sectors":

Automobile, Petrochemical, Ship-Building, Electronic Equipment,  
And Textile.

Date: 4th November 2008

Time: 9:00-13:00

Venue: Drawing Room,  
Royal Fort House,  
University of Bristol  
Bristol BS8 1UJ



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Centre for  
East Asian Studies



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## China Regional Development Forum 2008, Guangzhou

The Centre for East Asian Studies (CEAS) at the University of Bristol is delighted to announce that it is co-organising a half day business forum together with the Guangzhou Municipal Government, Guangdong, China, Bristol China Partnership (BCP) and JKW Global Limited. It is part of the celebration of the 10th Anniversary of the forming of the Bristol China Partnership and the 7 year link with Guangzhou.

The delegation led by Mr. Cao Zhicong, the Director-General of Guangzhou Municipal Board for International Investment, will give a presentation on the industrial structure change of the region in China's 11<sup>th</sup> Five Year Plan. Ms. Sacha Moore, Co-ordinator of UKTI South West's China Strategy, Mr. Nick Palmer, Head of Marketing DPS, an environment and energy company from Bristol, and Dr. Suet Ying Ho, an urban planning expert will give presentations and business case studies at the forum.

The forum has limited places of 50 and will be allocated on first come first served basis. Early registration is encouraged to avoid disappointment.

### About Centre of East Asian Studies (CEAS)

website: [www.bristol.ac.uk/ceas](http://www.bristol.ac.uk/ceas)

The Centre for East Asian Studies (CEAS), launched in 2005, is a major strategic initiative from the University of Bristol to engage with the world's most dynamic region and the fastest growing economies in East Asia. It embodies the University of Bristol's ambition to build up a centre of excellence in research and graduate training in East Asian Studies nationally in the United Kingdom and internationally in Europe. It aims to contribute to the expansion and enhancement of the nation's knowledge base on Asia and to promoting economic, political, educational and cultural exchanges between Britain and Asia.

CEAS attaches great importance to its public engagement with business and broad communities in Bristol and around the country. It is now actively developing its outreach program. In so doing, it hopes to contribute to the local economic and cultural development in Bristol.

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### About Bristol China Partnership (BCP)

**website:** [www.bristol-china-partnership.com](http://www.bristol-china-partnership.com)

The Bristol China Partnership (BCP) was founded in 1998 when a group of local Chinese businessmen and Bristol City Councilors expressed their desire to develop closer links with the people of China.

As a not-for-profit organisation, BCP's key objectives are :

To support greater co-operation between the people of China and the City & County of Bristol;

To bring together closer co-operation between the Chinese community in Bristol and the people of Bristol and China;

To promote aspects of city life such as education, science, information technology, arts & literature, community groups, sport, tourism and business;

To promote the exchange of information on the life of the City and activities of all its people with the people of China.

### About JKW Global Ltd

**website:** [www.jkwglobal.com](http://www.jkwglobal.com)

Formed by John Hughes, Kam Wong and Wallace Kwong in Bristol in 2005 with the primary aim of developing commercial activities between Bristol and Guangzhou, JKW Global is specialized in enabling Chinese companies to establish presence in the UK. JKW Global offers expertise and support to all levels of Chinese companies in the UK; from SMEs looking for trading partners, to well-established organizations looking to expand. Its financial and legal partners can provide clients with an in-depth knowledge of all aspects of UK financial markets and legal practices. With JKW's multi-lingual service, it ensures that all communication is both accurate and appropriate.

JKW Global also has a representative office in China, which can provide a complete portfolio of marketing services to UK companies expanding into China. With an experienced team of marketers, it can provide insights into and analysis of both local and national trends in China's economic development.

In China, particularly Guangzhou, JKW Global has already established a strong cultural and financial presence. It enjoys a special relationship with many commercial and government agencies and is able to take advantage of those connections to maximize commercial impact and cultural exchange.

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Programme

Time	Agenda
9:00 - 9:30	Reception and Registration
9:30 - 9:40	Opening Remarks Professor Zhang Yongjin, Centre for East Asian Studies, University of Bristol Mr. Wallace Kwong, Bristol-China-Partnership Mr. John Hughes, JKW Global Ltd
9:40 - 10:00	Topic: The Industrial Structural Change in the 11 <sup>th</sup> Five Year Plan (2006 - 2010) in Guangzhou Speaker: Mr. Cao Zhicong Director-General, Guangzhou Municipal Board for International Investment
10:00 - 10:30	Q & A
10:30 - 10:45	Tea Break
10:45 - 11:00	Topic: High Growth Market – China Speaker: Ms. Sacha Moore UKTI International Trade
11:00 - 11:15	Business Case Study: Urban Re-development in Britain Speaker: Dr. Suet Ying Ho
11:15 - 11:30	Business Case Study: Environment and Energy Projects in China Speaker: Mr. Nick Palmer Head of Marketing DPS, Bristol
11:30 - 12:00	Panel Discussion Topic: Sustainable Development in the Pear River Delta Region: Challenges and Opportunities
12:00 - 13:00	Gifts Exchange and Lunch

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BOOKING FORM

Title: Mr./Mrs./Ms/Dr. ....

Surname..... Forename.....

Organisation/Company.....

Position.....

Correspondence address .....

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Telephone Number.....

E-mail.....

PLEASE COMPLETE THIS FORM AND RETURN BY 29th OCTOBER 2008 TO:

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