

Dear Partner,

Today, UK Visas & Immigration is launching a campaign to promote changes to the UK visa system in China which will come into effect in January. These were [announced by the Prime Minister](#) during the recent State Visit by President Xi to the UK and include:

- A pilot scheme to offer a standard two year multiple entry visit visa to Chinese nationals at the same price as the current standard six month visit visa.
- Expansion of the On-Demand Mobile Visa Service from nine Chinese cities to an additional 50.

Over the coming weeks, we will provide regular information updates to our customers and partners to ensure everyone can take full advantage of the new offer once it goes live.

We are also today launching a fun and interactive competition on social media to encourage Chinese netizens to share information and ensure as many people as possible are aware of the changes. They can enter the competition by following the instructions on the British Embassy's WeChat and Weibo accounts (see QR codes below). All people need to do is draw a fun and creative finger photo like the one below and post it on WeChat or Weibo with the message:

**#两年英签说走就走 (Two-year UK visa - just pick up and go)**

The two fingers motif references the new two-year visa offer and the requirement to submit biometric data i.e. a fingerprint and a photograph, as part of the visa application process.



In return we are offering entrants who produce the best photos:

### **Main prize**

- Two return tickets to London, courtesy of British Airways; a VIP luxury shopping day courtesy of Bicester Village, including luxury transport return from London, welcome and access to a VIP Lounge, hands-free shopping, valet parking, a personal stylist, 10% VIP card and a £1,000 gift card; two complimentary room nights for two people with breakfast at the Crowne Plaza London Kensington, courtesy of InterContinental Hotels Group; one complimentary room night for two people with breakfast at the Crowne Plaza Heythrop Park Oxford, courtesy of InterContinental Hotels Group; a Westfield Drive Experience Day, courtesy of Westfield Sportscars; a tour of the Manchester United Football Club Museum, courtesy of Manchester United Football Club and Marketing Manchester; complimentary room vouchers at Hilton Beijing Capital Airport, courtesy of Hilton Hotels & Resorts; and two 13 inch classic satchels in vintage, courtesy of The Cambridge Satchel Company.

### **1<sup>st</sup> runners-up prize**

- Two half-day vouchers at Huzhou Land Rover Experience, courtesy of Jaguar Land Rover.

### **2<sup>nd</sup> runners-up prize**

- Two complimentary room nights for two people with breakfast at either the InterContinental Shanghai Ruijin or InterContinental Beijing Beichen, courtesy of InterContinental Hotels Group.

### **3<sup>rd</sup> runners-up prize**

- The chance to experience Dyson technology with a Dyson V6 Fluffy, courtesy of Dyson.

### **A special People's Prize**

- Two tickets to a true Scottish experience in China – either the Beijing Scottish Society Burns' Supper or Shanghai Scots Burns' Supper in January, 2016, courtesy of the Scottish Government.

All 20 shortlisted entries will also receive a gift pack containing at least:

A Bookbag, courtesy of Cath Kidston. Books for uni, files for work, or a spare pair of shoes for the commute. The perfect handbag overflow facility; 50% discount coupons for Clarkes Shoes, a renowned British shoe brand of nearly 200 years; a 100RMB gift card courtesy of Holland & Barrett; Manchester United Football Club memorabilia; small gifts courtesy of the Welsh and Northern Irish governments.

## **How can you help?**

We know the changes announced by the Prime Minister will be great news for Chinese visitors to the UK, great news for the British and Chinese tourism industries and great news for the British economy.

UKVI would therefore be really grateful if you could help us promote our competition and campaign. For example, if you follow the British Embassy on WeChat or Weibo (see QR codes below), please repost our tweets and ask your friends and contacts to do the same. Alternatively, please consider using your company's WeChat and Weibo accounts to share our messages.

Thank you in advance for your help.

If you have any questions about the visa changes in 2016, please e-mail [China.BusinessandGrowth@fco.gov.uk](mailto:China.BusinessandGrowth@fco.gov.uk)

Kind regards,

**Business & Growth** | [UK Visas and Immigration](#) 英国签证及移民局  
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British Embassy Weibo



British Embassy WeChat

## With thanks to our campaign partners

