



British Business Briefing 2018 Q2

The China International Import Expo (CIIE) will take place from 5-10 November in Shanghai. The event was announced by President Xi at the Belt & Road Forum last May, and is the key event in China this year. The focus is on import – specifically foreign products and services into China rather than the other way around. It's clear that for UK companies with a serious interest in China, this is an important event and they should consider taking part in order to be seen and to be active in the China business landscape. John Edwards, Shanghai Consul General, will lead the briefing, and we will also hear how British businesses see its impact, opportunities and how they react to it, or make use of it.

The **British Business Briefing** series runs every quarter, and is designed to update you on important policy changes, economic trends and high level visits that affect British businesses in China. As well as CBBC's senior team and our strategic partners in both the British and Chinese governments, we will also be joined by representatives of the devolved administrations and other government bodies. This allows the Briefings to act as a channel of dialogue between businesses and governments. Please note that this is most suitable for **Director-level and above** to attend.

Date: Friday, 27th July 2018

Location: Shanghai British Centre, 17F Garden Square
968 Beijing West Road

Time: 14:00-16:00pm, please bring your ID

北京西路968号嘉地中心17楼上海英国中心

Format: Presentations and Q&A (In English language)

Register: Register interest online [here](#) or for more information contact : Anna.Zhou@cbbc.org.cn.

Agenda:

14:00 Registration and Networking

14:30 Opening remarks - **Tingting Yang**, Regional Director, East China, China-Britain Business Council

14:40 Presentations and Q&A

CIIE - Political Impact – John Edwards, Consul-General, British Consulate-General Shanghai

CIIE UK National Pavillion Update– Christopher Dunn, British Consulate-General Shanghai

CIIE - Business Impact – Jeff Astle, Managing Director China, China-Britain Business Council

China Outbound Conference – Weifeng Ma, Director of China Outbound, China-Britain Business Council

CIIE Business Insight – Jonathan Wang, Head of Client Relations at the Strategic Partnership with Bank of Shanghai, Santander Asia

15:40 Interaction - Floor open to audience for questions or raise their business concerns and challenges



Speakers Profiles:

Tingting Yang, China-Britain Business Council



Tingting is responsible for the overall success of CBBC in East China Region - enhancing CBBC's reputation and impact, maintaining and developing stakeholder relationships and member engagement, nurturing and developing commercial opportunities, and strengthening CBBC's outreach work in the provinces. She sits in the Shanghai Office with an oversight of the offices in Hangzhou and Nanjing.

Prior to CBBC Tingting headed the outreach work of the British Consulate-General in Shanghai, developing working relationships with local stakeholders and has led on a number of high-profile projects in the region and nationally.

John Edwards, British Consulate General

John took up his position as British Consul-General Shanghai in June 2015. He leads the British Government's engagement in East China: Shanghai, Zhejiang, Anhui and Jiangsu. John has been with the Foreign and Commonwealth since 1996. Before taking up the Consul-General post he worked at the British Embassy for four years as Minister Counselor (Prosperity) with the overall responsibility for UK-China policy collaboration on climate change, urbanisation, energy and healthcare, along with strategic oversight of the science and innovation network.



Jeff Astle, China-Britain Business Council



Jeff is CBBC Managing Director covering CBBC's business across China. He has a wealth of business, management consultancy, research and corporate training experience, and his 20-year career includes trade and product marketing, business analysis, market analysis, international business development, and financial management.

Jeff has 15 years' experience working in the Asia-Pacific region, with the last six years in China, in the education, media, entertainment, and sports & leisure sectors. Before Shanghai he worked in London, Hong Kong, Singapore and Shenzhen.

Weifeng Ma, China-Britain Business Council

Weifeng Ma is Director of China Outbound at CBBC. Based in Shanghai, Weifeng leads CBBC's outbound programme, linking the increasingly active Chinese investors with investment opportunities in the UK and third countries. Weifeng was Associate Client Advisor of UBS Wealth Management London looking after HNI clients from Greater China. Prior to that, he worked at the Head Office and the UK Representative Office of China Council for the Promotion of International Trade (CCPIT). Weifeng lived in the UK for many years and has extensive experience in cross culture communication.



Jonathan Wang, Santander Asia



Jonathan Wang, Head of Client Relations within the Strategic Alliance of Santander with Bank of Shanghai, focuses on large companies within Commercial Banking segment for any financial services needs. He has joined Santander since 2009 and provides first hand support in the internationalization process of companies, consisting in coordination of the opening of the account, development of specialized banking products and the facilitation of contacts of specialists within the established third-party network. Jonathan is BSc Honor from the University College of London (UCL) as well as a PhD from the London School of Economics and Political Science (LSE)