

INTERNATIONAL TRADE WEEK

31 OCTOBER - 4 NOVEMBER 2022

FIND OUT MORE 



International Trade Week is set to showcase a brand-new series of events designed to help businesses of all shapes and sizes maximise their global potential.

We would like to bring you the below exciting sharing session on the China market, from in-depth industry trend and knowledge to practical information to acquire when looking to enter the market.

Succeeding in China: How to Mitigate IP Risk

Date: Monday, October 31
Time: 9:00am - 10:00am (UK)/17:00am - 18:00am (China)

Aimed at companies from all sectors and of all sizes seeking to explore a range of opportunities in China, this session will share practical tips including how to mitigate Intellectual Property risk such as IP registrations, China contract best practice and structuring relationships with local partners.

Top Tips for Establishing your Presence in China

Date: Thursday, November 3
Time: 9:00am - 10:00am (UK)/17:00am - 18:00am (China)

A panel of external speakers will share their top tips on establishing your presence in China, including advice and case studies ranging from what you need to know up bank accounts in China, through to

Making a Success of E-commerce in China

Date: Monday, October 31
Time: 10:00am - 11:00am (UK)/18:00am - 19:00am (UK)

A panel of experts will share examples and tips on how to get the most export success when conducting e-commerce in China, including using influencers and key opinion consumers.

China: The Essential Exporters Guide

Date: Friday, November 4
Time: 10:00am - 11:00am (UK)/18:00am - 19:00am (UK)

UK-China relations are in an uncertain period, and the international trade system is recalibrating to accommodate and increasingly challenge China's ascent.

recruitment of staff and various options for how you can establish your presence.



How can British exporters weather these waters and still benefit from engagement with our 3rd largest overseas market?

From IP protection to market access, HM Trade Commissioner for China John Edwards plus experts from across the UK Government's China Network provide an essential masterclass on navigating a uniquely frustrating - but fundamentally important - global marketplace.

You may also be interested in:

- **Exploring the Sports Economy Opportunities in China**
Date: Tuesday, November 1
Time: 9:00am - 10:00am (UK)/17:00am - 18:00am (China)
- **Healthcare in China: Opportunities, Challenges & Routes to Market**
Date: Tuesday, November 1
Time: 10:00am - 11:00am (UK)/18:00am - 19:00am (China)
- **The Emerging Opportunities in the China Education and Skills Market**
Date: Wednesday, November 2
Time: 9:00am - 10:00am (UK)/17:00am - 18:00am (China)

How to register?

Click the below button to the registration page. You will need to use your email address to sign up for the International Trade Week 2022 program, then you will be able to tick the sessions you would like to join.

Once you register, you will receive an email with your log-in details and link to your account.

REGISTER 

If you have any questions about the International Trade Week, please feel free to contact China Export Support: china.exportsupport@fco.gov.uk

China Export Support offers a free service to UK businesses looking to enter the China market. In the service, you will have the opportunity to speak to one of our in-market experts to discuss your specific needs and receive customised market advice.

If you are interested in learning more, [contact us](#) at any time.



Department for
International Trade

