

# 普华永道中国-英中贸易协会

## 2021 中英商务论坛

普华永道与英中贸易协会诚邀您参与“2021 中英商务论坛”。此次论坛专门面向来自英国的优秀创新企业，通过详实的政策分析和真实的案例分享，协助您抓住机遇、进入中国，立足北京、深耕中国市场、加速业务发展。

届时，来自北京市投促服务中心、普华永道以及其他行业领先公司的商业领袖将共聚一堂，深入解读北京投资环境，展示北京的巨大投资潜力以及投资北京带来的显著市场增长。“两区”建设以来，北京为外资企业营造了更加开放、友好的营商环境，在税务、人才等方面已出台了一系列优惠政策，通过此次论坛您将了解到利于您开展中国业务的最佳优惠方案。

新冠疫情和英国脱欧为英国经济带来了重要影响，但中英之间的贸易往来持续扩大，双向投资不断深化。2020 年，中英双边贸易额首次超过一千亿英镑，达到历史新高。随着英国经济逐步复苏，在此背景下，我们举办此次论坛并将重点关注：

- 北京宏观投资环境，英国企业如何享受政策红利；
- 2020 年 9 月，习近平主席在中国国际服务贸易交易会全球服务贸易峰会上提出的“两区”建设情况；
- 中国“十四五”规划，以及在各细分行业中，来华英企需要重点关注的 机遇；
- 行业专题讨论深入解析碳达峰、碳中和愿景下，北京在新能源领域的投资新机遇；
- 在市场准入阶段，如何获得风险投资，以及相关现实考量；
- 与北京市投促服务中心和普华永道进行一对一深入洽谈的机会。

请登录下列网站或扫描官方二维码登记注册。

<https://jinshuju.net/f/A9nd38>



## **组织架构**

**指导单位：**北京市投资促进服务中心

**主办单位：**普华永道中国、英中贸易协会

### **一、 活动日期**

2021 年 5 月 25 日（周二）

### **二、 活动时间**

15:00 - 17:00（北京时间）/8:00 - 10:00（伦敦时间）

### **三、 活动地点**

-线下：普华永道北京办公室（北京市朝阳区东三环中路 7 号北京财富中心写字楼 A 座 26 层/北京市朝阳区酒仙桥路 6 号电子城·国际电子总部 7 号楼 8 层）

-线上：通过 Zoom 同步接入

### **四、 活动形式**

小型论坛+一对一对接洽谈

### **五、 活动目的**

-向潜在目标企业推广投资北京新机遇

-在英国企业和客户群体中提高北京市投资促进服务中心的市场认知

-安排专门一对一洽谈对接会议

### **六、 活动语言**

中英同传（待定）

### **七、 参会人员**

-北京市投资促进服务中心领导和有关负责同志

-20-30 位英国公司代表（提前遴选，其中线下参会企业不少于 10 家）

-普华永道代表

-英中贸易协会代表

-其他参会人员

## 八、活动议程

主持人：普华永道+英中贸易协会

14:30-15:00 参会嘉宾签到

15:00-15:05 主持人介绍议程和重要嘉宾

15:05-15:20

### 开场致辞

- 北京市投资促进服务中心商务联络处处长王颖（介绍北京市整体投资环境和“两区”建设进展）（5分钟）
- 普华永道综合商务咨询主管合伙人于勃（5分钟）
- 英中贸易协会高级总监 Kiran Patel（5分钟）

15:20-15:50

### 第一环节：主旨演讲

- 通州区投资机会介绍（15分钟）
- 大兴区投资机会介绍（15分钟）

15:50-16:05

### 茶歇

16:05-16:35

### 第二环节：行业专题讨论

议题：碳达峰、碳中和背景下的北京投资新机遇

- 普华永道绿色金融/碳中和专家周逸轩（主持）
- 大兴国际氢能示范区代表（待定）
- 伦敦金融城首席代表郝鸣春（待定）
- 中创碳投科技有限公司副总经理钱国强

16:35-17:00

**第三环节：企业案例分享**

- 已落户北京的英国企业代表介绍投资北京的详细历程、经验收获

16:00-17:00（与第二、三环节平行进行）

**第四环节：对接会议**

- 预约和安排论坛 3 至 4 家参会企业嘉宾与北京市投资促进服务中心有关负责同志进行一对一洽谈（每家洽谈不少于 30 分钟）

# PwC & China-Britain Business Council

## China-UK Business Forum 2021

PwC and the China-Britain Business Council (CBBC) would like to invite you to join our China-UK Business Forum 2021. The forum will engage high-quality innovative businesses from the UK that are considering entering the Chinese market and setting up operations in Beijing, providing your business with detailed policy analysis and case studies, to help you seize the opportunity to enter the Chinese market. The forum will focus specifically on opportunities for investing into Beijing.

Senior representatives from Beijing Investment Promotion Service Center, PwC and other industry leaders will share in-depth insights on the investment environment in Beijing,

Since the construction of the "Two Zones", Beijing has created a more open and friendly business environment for foreign-invested enterprises and has introduced a series of preferential policies across concerning tax, HR and other tangible benefits available to your business.

Covid-19 and Brexit has had a transformative impact on UK businesses yet despite the challenges, the trade relationship between UK and China has resiliently continued to thrive with combined exports and imports between the UK and China surpassing the £100 billion mark for the first-time last year.

It is this context and a recovering UK economy that has set the context and timing for today's forum and we will host dedicated sessions on the following:

- The macro investment environment in Beijing and guidance on how UK businesses can engage
- The Two Zones model announced by President Xi Jinping at the Global Service Trade Summit of the China International Service Trade Fair, September 2020.
- China's 14th Five Year Plan and the opportunities that this will offer to UK businesses coming into China on a practical and sectorized level.
- An Industry panel discussion and in-depth analysis into China's carbon neutral vision and opportunities that Beijing provides in new energies.
- Guidance on accessing venture capital and practical considerations for your business at the market entry stage.
- Direct one-to-one meetings with experts from the Beijing Investment Promotion Service Center and PwC.

Please register through the link below or scan the QR Code:

<https://jinshuju.net/f/A9nd38>



**Supporting Organisation: Beijing Investment Promotion Service Center**  
**Co-Organisers: PwC & China-Britain Business Council**

**Date:**

- Tuesday 25th May 2021

**Time:**

- 15:00 - 17:00 (CST) / 8:00 - 10:00 (BST).
- 2 Hours – Presentations and Content Led.  
(Time allocated in the final hour parallel to Session 2 and 3 for pre-arranged consultations with representatives from the Beijing Investment Promotion Service Center – pre-screened)

**Location:**

- Offline: PwC Office, Fortune Plaza, Building A, East Third Ring Road, Chaoyang District, Beijing / Electronic City, 6 Jiuxianqiao Road, Chaoyang District, Beijing
- Online: Zoom – Link will be shared following registration

**Objectives:**

- Promote new opportunities for investment in Beijing to potential target companies
- Increase market awareness of the Beijing Investment Promotion Service Center among UK businesses and customer groups
- Arrange a dedicated one-on-one meeting to discuss docking

**Format:**

- Mini Conference + Direct Meetings

**Language:**

- Chinese Mandarin with Simultaneous Interpretation (English)

**Participants:**

- Representatives from the Beijing Investment Promotion Service Center.
- 20-30 UK company representatives (selected in advance, with no less than 10 offline participating companies).
- Representatives from PwC
- Representatives from the China-Britain Business Council
- Representatives from companies invited to speak.

## **Agenda:**

**Moderators:** PwC & China-Britain Business Council

**14:30-15:00** – Guest Registration (Offline)

**15:00-15:05** – Event start –Introduction of agenda, speakers and distinguished guests

### **15:05 – 15:20 – Opening Remarks**

- Wang Ying, Director of the Business Liaison Division, Beijing Investment Promotion Service Center  
(Overview of the investment environment in Beijing and developments in the construction of the "two districts") (5 minutes).
- Yu Bo, Partner, PwC General Business Advisory (5 minutes).
- Kiran Patel, Senior Director, China-Britain Business Council (5 minutes).

### **15:20 – 15:50 – Session 1 - Keynote Speech**

- Introduction to investment opportunities in Tongzhou District (15 minutes).
- Introduction to investment opportunities in Daxing (15 minutes).

### **15:50-16:05 – Break**

### **16:05 – 16:35 – Session 2 – Industry Focused Panel Discussion**

Theme: New opportunities for Investment in Beijing: New energies and carbon neutrality

- Irene Zhou, PwC – Green Finance/Carbon Neutral Specialist (Moderator)
- Representative from Daxing International Hydrogen Energy Demonstration Zone (TBC).
- Jenny Hao, Chief Representative from the City of London (TBC).
- Qian Guoqiang, Deputy General Manager of SinoCarbon

### **16:35-17:00 - Session 3: Investing in Beijing: UK Case Studies**

- Representatives of British companies invested in Beijing present experience and journey.

**16:00-17:00 (To run parallel to Session 2 and Session 3).**

### **Meetings with the Beijing Investment Promotion Service Center**

- Pre-booked meetings with the Beijing Investment Promotion Service Center team.  
  
(Pre-booked and limited slots)