

# Building Profitable Business with China

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**Future City Forum joins with UK-China Eco-cities & Green Building Working Group to assist UK companies to do business with China**

Special 1-day conference session, Thursday 25 November, The Mermaid Theatre, London

## What is this about?

Is your company or organisation seeking to build profitable business with China? If so, then this special conference session of Future City Forum + WaterfrontExpo 2010 - which has been organised in conjunction with the UK-China Eco-cities & Green Building Working Group - will prove invaluable. It will take place on Thursday, 25 November 2010, at The Mermaid Theatre, London.

According to Alan Kell, Co-chair of the UK-China Eco-cities and Green Building Working Group: “China is the biggest and fastest growing urban development market in the world. But it is also one of the most difficult and many companies have lost time and money in their efforts to do profitable business there, possibly to the detriment of their business elsewhere.”

He adds: “The key to doing successful and profitable business with China is for companies to understand precisely what the opportunities are, what financial and business support is available to them, who they need to be partnering with, and what is expected of them in terms of standards and performance if they are to succeed in China. This conference session will directly assist companies seeking to build profitable business with China and form partnerships to achieve their ambitions.”

Companies and organisations supporting the China business session include UK Trade & Industry, Arup, Atkins, Benoy, BioRegional Quintain, Hyder and Halcrow.

## Why UK companies and organisations should attend this event

This 1-day special conference session, which will take place on day 2 of Future City Forum, Thursday 25 November, will enable UK companies and organisations to:

- Understand China’s urban development and city building plans in relation to its national priorities and the launch of the 12th 5-Year Plan from 2011-2015.
- Understand the nature and the magnitude of international support required to deliver these future cities in China, and the resultant commercial opportunities.
- Identify priority Chinese cities and target projects for business development.
- Gain knowledge of the UK Government and industry programmes supporting low-carbon sustainable city development in China.
- Understand the opportunities to establish value-chain partnerships to develop and deliver successful business in China.
- Understand the investment, development and urban planning opportunities in China.
- Understand the architectural, engineering and professional services opportunities in China.
- Understand the critical role of quality, standards and capacity building in China and related business opportunities.
- Gain first hand, practical information, via in depth case studies of actual business experience, from both large companies and SMEs, about the critical success factors for doing profitable business with

China.

### **Who will benefit from this special session**

- Investors, fund managers and property developers.
- Suppliers of professional business services (e.g. lawyers, accountants, facilities managers, etc.) which can enhance the overall business value chain.
- Architects, engineers, surveyors, planners, interior designers, energy efficiency consultants etc.
- Low-carbon product developers, manufacturers and suppliers.
- Companies seeking to do business in China related to the delivery of sustainable cities and green buildings, potentially by partnering with other companies operating in the international supply-chain.

The 2-day Future City Forum + WaterfrontExpo 2010 international conference is focused on the physical, economic and social regeneration and development of the urban environment and waterfronts in the context of financial constraints, ageing infrastructure, population growth and the shift to the low-carbon economy. Visit the event website at [www.futurecityforum.com](http://www.futurecityforum.com)

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