



# TRADE MISSION: CHINA

14<sup>th</sup> APRIL 2018 - 21<sup>st</sup> APRIL 2018



The Scottish  
Government  
Riaghaltas na h-Alba



Scottish  
Chambers of  
Commerce

*Network*

# ITINERARY (SUBJECT TO CHANGE)

**SATURDAY 14 APRIL / 15 APRIL:** Depart Scotland – Beijing

## **SUNDAY 15 APRIL**

**AFTERNOON:** Cultural visit – The Great Wall of China

**EVENING:** Evening event / flexible

## **Monday 16 April (Beijing)**

**MORNING:** Breakfast at hotel, Introduction and overview session at the British Embassy (Scottish Chambers of Commerce/British Embassy/ Scottish Development International), Weber Shandwick – market introduction

**AFTERNOON:** Prearranged B2B meetings with Scottish/Chinese companies

**EVENING:** Evening reception

## **TUESDAY 17 APRIL**

**MORNING:** Breakfast at hotel, Flight to Yantai

**AFTERNOON:** Meet the buyer event (cross sectoral)

**EVENING:** Evening reception

## **WEDNESDAY 18 APRIL (YANTAI)**

**ALL DAY:** 1:1 B2B meetings

**EVENING:** Mayor reception

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## THURSDAY 19 APRIL

MORNING: Breakfast at hotel Train to Jinan  
AFTERNOON: Clear  
EVENING: Reception at British Embassy

## FRIDAY 20 APRIL

ALL DAY: 1:1 B2B meetings  
EVENING: Governors dinner

SATURDAY 21 APRIL Return to Scotland





# TRAVEL PACKAGE

A fully costed package is available on request to cover international flights from Scotland to China, internal transfers and accommodation.

# SUBVENTION

Financial support may be available for participating companies

# INFORMATION REQUIRED

We will ask all interested companies to provide some background information on their business and aspirations for the visit. This will be used to ensure appropriate Chinese companies participate in the visit.

# MARKET AWARENESS SESSION

Prior to the event SDI will run a 'Market Awareness Session' for all participating companies. This will cover:

- Culture
- Business negotiation
- Business etiquette
- Preparation for meeting a Chinese company
- How business works in China
- Guest speakers who are operating in the market
- Case studies
- Q&A
- 1:1's with SDI staff and presenters
- Translation services support
- Social media in China

TO REGISTER COMPANY INTEREST EMAIL  
**EVENTS@SCOTTISHCHAMBERS.ORG.UK**

OR CALL

**0141 444 7500**



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