



China-Britain
Business Council
英中贸易协会

**CBBC UK
INVESTMENT
PROGRAMME
2024**

PARTNERSHIP PACK

THE CBBC UK INVESTMENT PROGRAMME 2024

The China-Britain Business Council is delighted to announce that this year we will organise our first UK Investment Conference, host our inaugural UK Investment Awards and publish our first Chinese-language UK Investment Guide.

We would like to invite our members and partners to take an active role in this programme, showcasing your investment success stories and wealth of expertise guiding Chinese investors as we profile why the UK remains the leading destination for Chinese investment in Europe – with cumulative investment of over €81.4bn since 2000 totalling more than that of France, Germany and Italy combined.

The UK has long been regarded as an attractive investment destination for countries throughout the world due to a number of highly regarded strengths and differentiators. We benefit from a transparent legal system, a stable investment environment and a pro-business regulatory approach, while our London-based financial and professional services hub – unrivalled across Europe – is globally connected and respected. We are a centre for international talent, possessing a strong innovation base combining industry and world-leading universities, four of which rank in the global top 10. We are also a global fintech and medtech pioneer, as well as the home of a mature and sophisticated consumer market.

Furthermore, the UK's regions provide unrivalled access to world class innovation parks, talent and growth opportunities. We are one of the most innovative nations, driving advancements in modern industries and leading the way in setting global industry standards. With a comprehensive range of local development bodies, partnerships and world-leading government-led initiatives to support overseas investors, the potential to work together in the pursuit of internationalisation makes the UK a natural fit for companies across China.

CBBC looks forward to working with you as we showcase Chinese investment success in the UK, build a platform to deepen our trade and investment links and shine the spotlight on the role that our members play to drive mutual prosperity and growth.



KIRAN PATEL

Senior Director (Commercial)
China-Britain Business Council

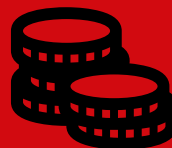
CHINA'S INVESTMENT IN AND EXPORTS TO THE UK

The UK continues to be the leading European destination for Chinese investment, as well as a valuable export market.

The **970** largest Chinese-owned companies in the UK:



Employ over
59,000
people



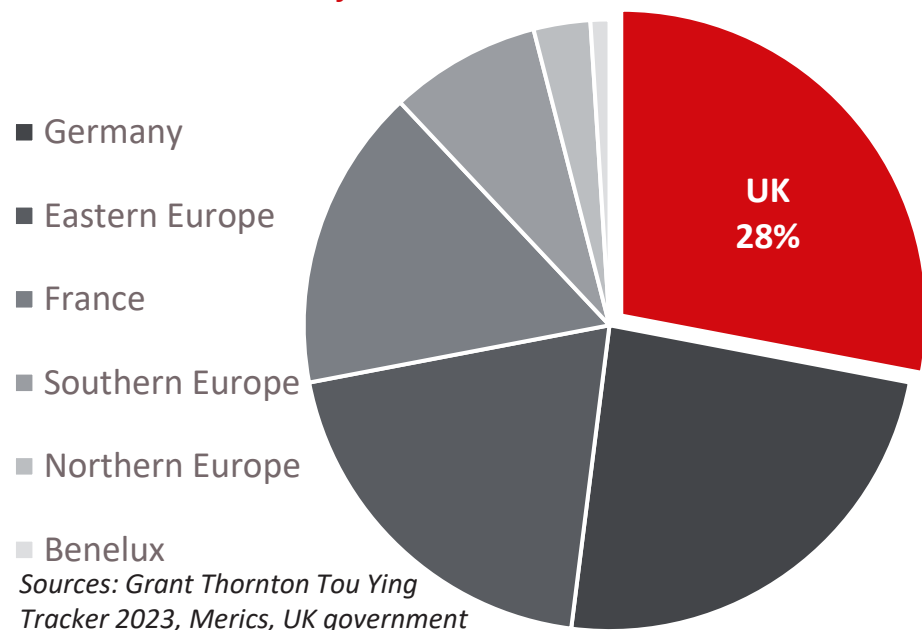
Have a combined
turnover of
£116.4 billion



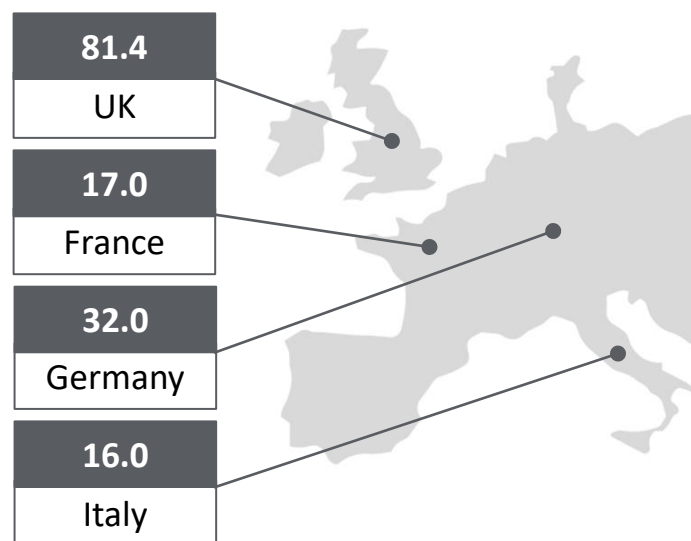
Saw revenues IN
2023 grow by
21%

INVESTMENT

Chinese investment in Europe by country in 2022,
% of total investment

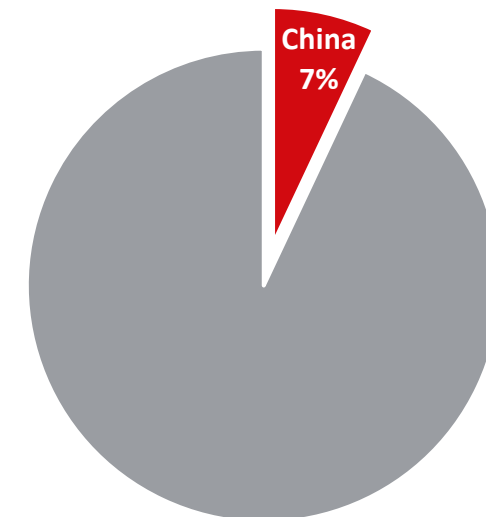


Cumulative Chinese investment in Europe
(selected countries) 2000-2022, € billion



EXPORTS

Sources of UK imports, 2022Q4-2023Q3



The UK imported **£63.5 billion** of goods and services from China in 2022Q4-2023Q3, making it the UK's **fourth largest source of imports**

THE UK'S RELATIVE STRENGTHS

The UK continues to perform strongly when set against international comparators across a wide range of indices, making it a viable partner for Chinese businesses and investors.

A GDP of \$3.07 billion

The second largest economy in Europe and sixth largest globally

A corporation tax rate of 25%

The lowest in the G7

2.91% of British GDP is invested in R&D

Higher than the EU average of 2.28 percent

Home to four of the top 10 universities worldwide

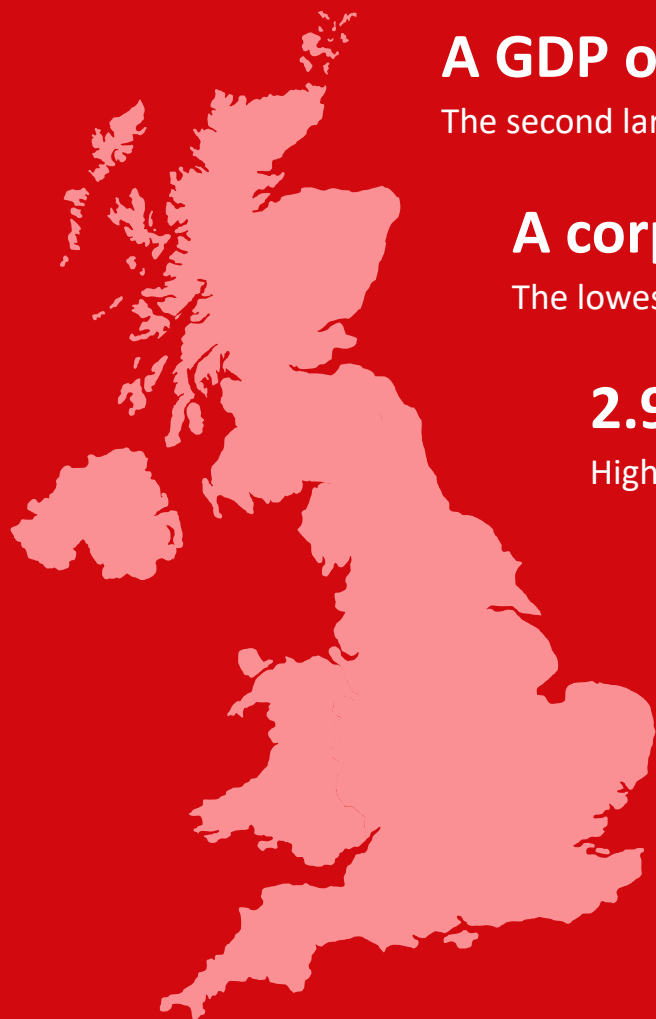
17 of the top 100 are also in the UK, based on the 2024 QS rankings

Ranks fourth in WIPO's Global Innovation Index

The UK is in the top three in Europe

The largest English-speaking labour force in Europe

A labour force of 34.7 million people



UK INVESTMENT CONFERENCE

TUESDAY 24 SEPTEMBER
SHANGHAI

CONFERENCE OVERVIEW

The UK is open to Chinese investors, making the UK Investment Conference 2024 an opportune moment to reflect on investment successes to-date, focus on future opportunities and demystify challenges and complexities.

EVENT DETAILS

Date: 24 September 2024

Location: Shangri-La Hotel, Jing'an, Shanghai (tbc)

Format: one-day conference (including plenary & breakout sessions) and evening reception

150-200

- » **Participants** from Chinese companies, leading service providers, individual investors, investment promotion agencies, academic institutions and government departments

30+

- » A platform for **more than 30 speakers**



- » Sharing of **in-depth insights and expert practical guidance** on overseas investment from CBBC's network of members and partners



- » A unique and targeted **networking opportunity** for attendees



- » Host to CBBC's **inaugural UK Investment Awards**, profiling outstanding Chinese investment projects in the UK



- » The launch of the first edition of CBBC's **UK Investment Guide**



CONFERENCE FORMAT

The UK Investment Conference 2024 offers a unique opportunity for Chinese companies to learn more about investing in the UK, and for UK project owners, regions and service providers to network with a wide range of Chinese investors.

- » In the context of China's increasing internationalisation, the Conference will examine the **current UK investment climate** for Chinese investors and **opportunities for a closer UK-China partnership**.
- » The Conference will also include a **UK regional investment showcase**, representing an opportunity for UK regional partners to highlight specific projects or regional investment opportunities.
- » The Conference will offer a range of **keynote presentations and panel discussions** exploring investment opportunities in **specific industry sectors**, including automotive, sustainability, healthcare, technology and innovation and other strategic sectors where the UK offers intrinsic value to Chinese investors.
- » In addition to industry, **senior UK government representatives** will be invited, including the Ambassador, HM Trade Commissioner, Shanghai Consul-General and other senior officials. An inward delegation and presence from other senior UK stakeholders is tbc.

EVENT FORMAT



PLENARY SESSIONS



KEYNOTE PRESENTATIONS



PANEL DISCUSSIONS



SECTOR SUB-FORUMS



ONE-TO-ONE MEETINGS

CONFERENCE PROGRAMME

The Conference programme engages both government and industry, making it a valuable platform for our sponsors and partners to share their successes.

Monday
23 September

Evening



Guest arrival and evening reception at the same venue as the UK Investment Conference

Tuesday
24 September

Morning



Opening remarks delivered by CBBC and senior government officials from the UK and China



Keynote presentations delivered by selected partners; topics TBC



Panel discussions delivered in collaboration with selected partners; topics TBC



UK Investment Awards, as described in the relevant section of this pack

Noon



Buffet lunch at the same venue as the UK Investment Conference

Afternoon



Two sector sub-forums of presentations and panel discussions focusing on:



Sustainability and the
automotive sector



Healthcare and the
digital economy



One-to-one meetings between Platinum sponsors and prospective attendees

TARGETED ATTENDEES OF THE CONFERENCE

We are inviting a wide range of Chinese companies and organisations to attend the Conference including:



CONFERENCE SPONSORSHIP CATEGORIES AND BENEFITS

Platinum sponsorship offers your company maximum exposure and engagement prior to and throughout the UK Investment Conference and all related activities.*

PLATINUM SPONSOR

CBBC MEMBERS: RMB 98,000 + VAT

NON-MEMBERS: RMB 128,000 + VAT

Logo placement and listing as a Platinum sponsor on all promotional material, including the event flyer, invitation, backdrop and any related collateral for both the pre-Conference reception and the Conference (the plenary and breakout sessions)

Company name **mentioned** in opening and closing remarks by a senior CBBC representative

Access for one company representative to attend any VIP meetings on the day (details TBC)

Keynote presentation opportunity for a representative to speak at the Conference plenary session

Company **video** played during Conference opening

Presentation and panellist opportunity for a representative in one of the sub-sector conference breakout sessions

Two-page branded article in the UK Investment Guide at no additional cost

Post by CBBC on our **social media** channels announcing your company as a Platinum sponsor

Access to the Conference **attendee contact details** in compliance with opt-in criteria

Access to **media** interviews at the conference (details TBC)

Option to sponsor a **UK Investment Awards** category at a partner rate

Option to have an **interview** with senior company representatives included on CBBC's FOCUS platform

Ten complimentary **tickets**

* As specified in the benefits on this page

CONFERENCE SPONSORSHIP CATEGORIES AND BENEFITS

Gold sponsorship offers your company comprehensive exposure and engagement throughout the UK Investment Conference and specified activities.*

GOLD SPONSOR

CBBC MEMBERS: RMB 58,000 + VAT

NON-MEMBERS: RMB 108,000 + VAT

Logo placement and listing as a Gold sponsor on all promotional material including the event flyer, invitation, backdrop and any related collateral for both the pre-Conference reception and the Conference (the plenary and breakout sessions)

Company name **mentioned** in opening and closing remarks by a senior CBBC representative

Panellist or moderator opportunity for a representative to speak during the Conference plenary session

Panellist or moderator opportunity for a representative during both sub-sector Conference breakout sessions

Option to have an **interview** with senior company representatives included on CBBC's FOCUS platform

One-page branded article in the UK Investment Guide at no additional cost

Access to **media** interviews

Five complimentary **tickets**

* As specified in the benefits on this page

CONFERENCE SPONSORSHIP CATEGORIES AND BENEFITS

The **Platinum sponsorship** and **Gold sponsorship** can be compared as shown in the below table.

SPONSOR BENEFIT	PLATINUM	GOLD
Logo placement and listing as a sponsor on all promotional material, including the event flyer, invitation, backdrop and any related collateral for both the pre-Conference reception and the Conference (the plenary and breakout sessions)	✓	✓
Company name mentioned in opening and closing remarks by a senior CBBC representative	✓	✓
Access for one company representative to attend any VIP meetings on the day (details TBC)	✓	-
Keynote presentation opportunity for a representative to speak at the Conference plenary session	✓	-
Speaking opportunities throughout the sub forum breakout sessions (differentiated based on sponsorship level)	✓	✓
Company video played during Conference opening	✓	-
Branded article in the UK Investment Guide	2-3 pages	1 page
Post by CBBC on our social media channels announcing your company as a Platinum sponsor	✓	-
Access to media interviews	✓	✓
Option to sponsor a UK Investment Awards category at a partner rate	✓	-
Option to have an interview with senior company representatives included on CBBC's FOCUS platform	✓	✓
Complimentary tickets for the Conference	10 tickets	5 tickets

UK INVESTMENT AWARDS

TUESDAY 24 SEPTEMBER
SHANGHAI

AWARD CATEGORIES

During the plenary session of the UK Investment Conference, CBBC will organise the inaugural UK Investment Awards, recognising outstanding track records and successful model projects.

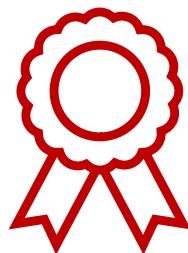
There will be **four awards categories** available for your company to enter or sponsor.



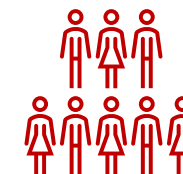
CHINESE INVESTOR OF THE YEAR



INNOVATIVE PARTNERSHIP



SUSTAINABILITY CHAMPION



CHINESE EMPLOYER IN THE UK

AWARDS CATEGORIES



Chinese Investor of the Year

The **Chinese Investor of the Year Award** recognises companies that have successfully invested into high-profile UK-based projects



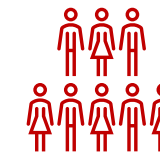
Sustainability Champion

The **Sustainability Champion Award** recognises investment in projects that enable **sustainable growth and development**



Innovative Partnership

The **Innovative Partnership Award** recognises R&D partnership and collaboration between Chinese and British industry and academia



Chinese Employer in the UK

The **Chinese Employer in the UK Award** recognises investment that has made a particular impact creating jobs and benefitting the regional economy

Assessment Criteria

- » Through successful investment, been a flagbearer for Chinese investment in the UK
- » Enabled job creation in the local economy and driven regional growth
- » Made a positive community impact and achieved high profile visibility

Assessment Criteria

- » Met international sustainability benchmarks, i.e., relevant SDGs, certifications, accreditations or awards
- » Demonstrated positive environmental impact in the UK
- » Pioneered sustainable investment strategy

Assessment Criteria

- » Brought together British and Chinese knowledge to create and commercialise innovative products
- » Fostered collaboration in R&D with associated patents registered with a UK partner
- » Highlighted the strength of bilateral investment innovation

Assessment Criteria

- » Enabled job creation in the local economy and driven regional growth throughout the UK
- » Made a positive community impact and achieved high profile visibility
- » Demonstrated longevity and potential for significant expansion

Entry requirements

- » Open to Chinese companies headquartered in mainland China with a presence in the UK

Entry requirements

- » Open to Chinese companies headquartered in mainland China with a presence in the UK

Entry requirements

- » Open to Chinese companies headquartered in mainland China that have an established collaborative project with UK partners (e.g. company, industry body, innovation park, incubator or HEI)

Entry requirements

- » Open to Chinese companies headquartered in mainland China with a presence in the UK

AWARDS SPONSORSHIP CATEGORIES AND BENEFITS

Demonstrate your role in the investment relationship between UK and China by sponsoring an award category at the UK Investment Awards.

AWARD CATEGORY SPONSOR

CBBC MEMBERS: RMB 30,000 + VAT

NON-MEMBERS: RMB 50,000 + VAT

Logo placement on all promotional material related to the Awards (and the specific award sponsored), which will be held during the plenary session of the UK Investment Conference

Company name **mentioned** during the introduction to the awards by a senior CBBC representative

Opportunity to **present the sponsored award** to the winner on the main stage

One-page branded article in the UK Investment Guide at no additional cost

Post by CBBC on our **social media** channels announcing your company as an award sponsor

Lead judge of the judging panel for the award sponsored

Access to **media** interviews

Option to have an **interview** with senior company representatives included on CBBC's FOCUS platform

UK INVESTMENT GUIDE

CBBC'S FLAGSHIP PUBLICATION ON UK INVESTMENT
PUBLISHED ON TUESDAY 24 SEPTEMBER

UK INVESTMENT GUIDE

Launching at the UK Investment Conference 2024, CBBC's UK Investment Guide will address the pertinent themes impacting Chinese investors. Published in Chinese, it will draw on the expertise from CBBC's members and cover:



The UK's
investment
environment



Regional
opportunities in
the UK



Practical
considerations for
investment and
business growth



Safeguarding
investments



Case studies

TOPICS AVAILABLE FOR SPONSORSHIP WITHIN THE UK INVESTMENT GUIDE COULD INCLUDE:

- » Demystifying the UK's investment and policy environment
- » Capital considerations
- » IPOs and listings
- » Cross-border transactions
- » Structuring investments
- » M&A and deal negotiations
- » Tax planning, due diligence and legal compliance
- » Post-M&A integration
- » Public affairs and government relations
- » Regional profiles
- » Sector deep dives
- » Access to talent
- » Developing an international brand
- » Safeguarding intellectual property
- » Sales and distribution channels
- » Investment policies, including freeports, tax relief and capital support
- » Collaboration with R&D partners

DISTRIBUTING AND PROMOTING THE GUIDE

The UK Investment Guide will be launched at the UK Investment Conference. It will be accompanied by a dedicated events programme and promotional campaign for the six months following launch.

The Guide will be our flagship collateral facing Chinese companies and prospective UK investors. It will also be supported by a campaign to engage Chinese businesses to explore opportunities in the UK by building their knowledge and confidence in the market.

ONGOING DEDICATED EVENTS PROGRAMME AND A ROADSHOW FROM LAUNCH DATE TO APRIL 2025

ACTIVITY & PROMOTION PLAN

Topic-based online and offline events attended by companies from different sectors requiring support and guidance at different stages of their UK investment journey. Content will address specific insights and serve as a networking opportunity.

Wider dissemination from CBBC's China team positioning the Guide in their direct follow-ups to membership and client conversations with Chinese companies; and as follow up collateral from all CBBC led UK investment focused events.

Regularly featured on CBBC's **FOCUS** platform **and social media channels**, reaching our audiences in both China and the UK.

UK INVESTMENT GUIDE SPONSORSHIP BENEFITS

Sponsorship of our Guide offers three Lead Partners a premium opportunity to directly reach active businesses and build leads in China following its launch.

LEAD PARTNER

RMB 35,000 + VAT (3 PACKAGES AVAILABLE)

- » **Branded two-page article** within the Guide on a chosen topic, complete with a clear attribution, company introduction and contact details
- » **Logo placement** on the front cover of the Guide and across all related pre- and post-launch promotional material
- » **Positioning & branding** as a Lead Partner inside the Guide and all related promotional material
- » **Priority access** to speaking opportunities throughout our 2024 UK investment events programme
- » **Further visibility across CBBC platforms** in Guide-related content, including:
 - > **FOCUS:** a banner advertisement and a dedicated article featured on the main content carousel (both for one month within the calendar year and both with click-through functionality)
 - > **Social media:** an announcement of Lead Partner status and promotion of Guide content on CBBC owned social media channels (X/Twitter, LinkedIn, WeChat)
 - > **Member newsletters:** publication of a further article (with click-through functionality) each quarter in CBBC's member newsletter
 - > **Video insights:** an interview filmed with an executive from your company, built into the promotional plan for the Guide throughout the 12 months following its publication

An example of Lead Partner branding from the China Business Guide 2024



UK INVESTMENT GUIDE SPONSORSHIP BENEFITS

We also have 15 Content Partner opportunities available for our members offering excellent value for money.

CONTENT PARTNER

RMB 6,500 + VAT (15 PACKAGES AVAILABLE)

- » **Branded one-page article** within the Guide on a chosen topic, complete with a clear attribution, company introduction and contact details
- » **Positioning** as a Content Partner inside the Guide and all related promotional material for the first month following the launch of the Guide
- » **Access** to speaking opportunities throughout our 2024 UK investment related events programme
- » **Further visibility across CBBC social media platforms** in content surrounding the launch of the Guide

 **INTERNATIONAL ARBITRATION AND CHINA - A PRACTICAL VIEW**
通力律师事务所 Content provided by Links Law Offices London 

One of the most sought-after services required from Chinese lawyers (or any lawyers) is to predict the outcome of a legal dispute in their jurisdiction with reasonable certainty. For many businesses, a good outcome can be pivotal for their balance sheet and, in some extreme cases, their survival.

China offers all the common dispute remedies known to the Western world, from Court litigation to arbitration and mediation. When it comes to disputes involving a foreign party, the most likely option is international arbitration, and it is easy to understand why.

Generally, arbitration provides more flexibility as the parties' autonomy is at its core, allowing them to make decisions specific to their unique circumstances. The parties may and should choose not only the arbitration institution but also the place, the language, the law applicable to the arbitration and the constitution of the arbitrator(s) in the way they prefer. Most, if not all, arbitration institutions publish their model arbitration clause(s) on their official websites which are good references to start drafting a valid and reasonably comprehensive arbitration clause in a contract.

Different arbitration institutions have their own arbitration procedural rules which shall be followed by the parties. It is worth noting that companies might need to seek interim relief in arbitration, such as preliminary injunction, attachment, etc. before the arbitrators hear the merits and render their final award. Relevant procedural rules do vary and could be critical to ensure a meaningful final adjudication on the merits.

In China, any first-instance judgment is subject to appeal. Arbitration can be, though not always, more time efficient as, according to China's Arbitration Law, the arbitration award is final. The grounds for a court's decision to revoke or withhold recognition and enforcement are minimal and usually limited to undue or prejudicial procedural issues. Arbitration is also more confidential. Unlike litigation, in arbitration, the procedure, evidence documents, case hearings and awards are not open to the public.

The China International Economic and Trade Arbitration Commission (CIETAC) is the most experienced institution in handling foreign company-related disputes and China has widely recognised arbitration courts in many major cities. In addition to its footprint in mainland China, CIETAC has set up arbitration centres in [Hong Kong](#) and [Europe](#). Also, prominent international institutions have a presence in China, such as ICC, HKIAC and SIAC. Any award is comparatively easy to enforce out of China (and vice versa) since the country is a party to the New York Convention.

Many Chinese companies ask for arbitration to be held in China; in the case of state-owned companies, it can be a non-negotiable precondition to any negotiation (as well as the choice of Chinese law). If this is the case, then the structure and contents of your provision are of paramount importance, and the following is a sound basis for your checklist: (i) the applicable law; (ii) the Court: [CIETAC](#), [SHIAC](#), [RAC](#) and [SCJA](#) are the most reputable; (iii) the language: arbitration conducted in Chinese or English only is most straightforward and cost-effective though parties might only be able to compromise to accept Chinese and English together; (iv) the number of arbitrators: a sole arbitrator or a tribunal of three; (v) the place of the arbitration; (vi) the arbitrators' choice: especially in industrial or construction cases where specific competence in the field is necessary; (vii) the nature of discovery and the exchange of documentation; (viii) consider a provision liquidating the damages in case of non-compliance to all or some of the obligations; and (ix) most importantly, in case a dispute arises, hire lawyers with arbitration and local experience.

Links Law Offices is a prominent full-service Chinese law firm that has at its heart the values of quality, responsiveness, innovation, expertise, and integrity. Steadily quoted by Legal 500 and Chambers, Links offices are in Shanghai, Beijing, Hong Kong, London and Shenzhen.

Led by resident partner Ms Yuhua YANG, the London office provides international clients with a cultural and legal bridge with China.

✉ yuhua.yang@linkslaw.com  www.linkslaw.com

 Links Law Offices London, 3 More London Riverside, London SE1 2RE

PREVIOUS SPONSORS & CONTENT PARTNERS

We have worked with a wide range of partners and contributors when producing our previous events and guides on Chinese outbound investment and the Belt & Road Initiative, including:



TO EXPLORE THIS OPPORTUNITY FURTHER, PLEASE CONTACT US

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