



China-Britain
Business Council
英中贸易协会

UK INVESTMENT CONFERENCE 2025

CIFIT – XIAMEN
8/9 SEPTEMBER 2025

SPONSORSHIP PACK



CBBC UK INVESTMENT CONFERENCE 2025 - INTRODUCTION

The China-Britain Business Council is delighted to announce that this year's UK Investment Conference (UKIC) will be held at the 2025 China Fair for International Trade & Investment (CIFIT) in Xiamen on 9th September. CBBC would like to invite our members and partners to take an active role in both UKIC and the wider programme at CIFIT – for which the UK is the designated County of Honour. We encourage you to showcase 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.



KIRAN PATEL

Senior Director (Commercial) &
Deputy Head of China
China-Britain Business Council

The UK has long been regarded as an attractive investment destination for countries throughout the world due to several 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.

CONFERENCE DETAILS

The UK Investment Conference 2025 an opportune moment to reflect on investment successes to-date, focus on future opportunities and demystify the challenges and complexities.

EVENT DETAILS

Date: 8/9 September 2025 (Afternoon)

Location: Xiamen

Format: ½ Day Conference (including plenary & breakout sessions)

150

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

20+

- » A platform for **more than 20 speakers**



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



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



- » The launch of the 2nd edition of CBBC's **UK Investment Guide**



CONFERENCE FORMAT

The UK Investment Conference 2025 offers a unique opportunity at CIFT 2025 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 private sector internationalisation, and closer government to government collaboration between the UK and China, UKIC 2025 will examine the **current UK investment climate** for Chinese investors and **opportunities for a closer UK-China partnership**.
- » The Conference will offer a range of **keynote presentations and panel discussions** exploring investment in the UK-China corridor and third markets. In addition to industry leaders from both the UK and China, **senior UK and Chinese government representatives** will be invited.
- » An inward business delegation led by the **UK's Minister for Investment** is TBC.
- » A **Mayoral and Combined Authority** inward delegation from UK regions is TBC.

EVENT FORMAT (1/2 DAY)



GOVERNMENT SPEECHES

Remarks from senior UK and Chinese officials



KEYNOTE PRESENTATION & FIRESIDE CHATS

Presentations and dialogues with our sponsors and partners



PANEL DISCUSSIONS

Panel discussion focussing on critical themes for Chinese investors



B2B MEETINGS

Utilise the UKIC platform for practical B2B exchanges

CONFERENCE PROGRAMME

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

8/9 SEPT

TENTATIVE RUNDOWN (SUBJECT TO CHANGE)

14:00 – 17:30

OPENING SPEECHES

KEYNOTE 1: FOCUS ON THE UK: A MACRO ANALYSIS OF THE OPPORTUNITIES AND TRENDS FOR PROSPECTIVE CHINESE INVESTORS IN THE UK

FIRESIDE CHAT 1: CHINESE INVESTMENT IN THE UK - SHARING SUCCESS STORIES

KEYNOTE 2: SECTOR SPECIFIC TRENDS – FOCUS ON RENEWABLE ENERGY AND INFRASTRUCTURE INVESTMENT

FIRESIDE CHAT 2: CHINESE INVESTMENT IN THE UK - SHARING SUCCESS STORIES

PANEL DISCUSSION: UK & CHINA COLLABORATION ON A GLOBAL SCALE – COMBINING SYNERGY IN 3RD MARKETS





China-Britain
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投资英国大会

UK Investment Conference

上海 Shanghai · 2024

9月24日 24th September

Gold Partners



LONDON
& PARTNERS
伦敦发展集团



China-Britain
Business Council
英中贸易协会



TARGETED ATTENDEES OF THE CONFERENCE

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





投资英国大会

UK Investment Conference

上海 Shanghai • 2024

9月24日 24th September

Gold Partners



ICBC 工银伦敦

LONDON
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伦敦友华促进署



Llywodraeth Cymru
Welsh Government



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 / £10,000 + VAT

NON-MEMBERS: RMB 118,000 + VAT / £12,000 + 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 and meetings subject to change)

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 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: 58,000 RMB + VAT / £6,000 + VAT

NON-MEMBERS: 78,000 RMB / £8,000 + 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 have an interview with senior company representatives included on CBBC's FOCUS platform	✓	✓
Complimentary tickets for the Conference	10 tickets	5 tickets

UK INVESTMENT GUIDE

CBBC'S ANNUAL PRACTICAL GUIDE ON HOW TO INVEST IN THE UK

UK INVESTMENT GUIDE

Launching at the UK Investment Conference 2025, CBBC's Second Edition of the 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

ABOUT THE UK INVESTMENT GUIDE 2024

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.



2024 / 25 CONTENT PARTNERS



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英中协会
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Berkeley
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ABOUT THE UK INVESTMENT GUIDE 2024

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 曼彻斯特
英中协会
Manchester
China Forum

 MIDAS
investinmanchester.com

 Berkeley
Group

 apco

DISTRIBUTING AND PROMOTING THE GUIDE

The Guide will be our primary 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 / £3,600 + 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 2025/26 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, 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



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 / £670 + 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 2025/26 UK investment related events programme
- » **Further visibility across CBBC social media platforms** in content surrounding the launch of the Guide



TO EXPLORE THIS OPPORTUNITY FURTHER, PLEASE CONTACT US

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