



UK Government

## China International Fair for Investment and Trade(CIFIT)

### UK Professional Services Empowering Chinese Companies Going Global Event

- **Organisers:** Jointly organised by the UK Department for Business and Trade, MOFCOM Bureau of Investment Promotion, and the Xiamen Municipal Bureau of Commerce (CIFIT organiser).
- **Scale:** 100 participants
- **Date & Time:** 09:00 – 11:40, 9 September
- **Venue:** Lobby of Hall C, Xiamen International Conference and Exhibition Centre (Opening Ceremony Venue)
- **Agenda:**

Time	Agenda	Notes
09:00-09:20	Guest Registration	
09:20	<b>MC Opening</b> <i>MC: Aggy Chen, Head of Infrastructure and Transport, DBT China</i>	
09:20–09:25	<b>Opening Remarks</b> – UK Government Official (TBC)	
09:25–09:30	<b>Opening Remarks</b> – Chinese Official (TBC)	
09:30–09:39 (9min)	Keynote 1 – <b>New Strategies for Globalisation: Market Analysis and Risks Management</b> <i>Speaker: Carmen Liu, Partner, Control Risks Group</i>	Focus on <b>universal challenges</b> for Chinese Companies Going Global
09:39–09:48 (9min)	Keynote 2 – <b>How ICAEW's Global Talent Standards Support Chinese Companies in 'Going Global'</b> <i>Speaker: Azlina Bulmer, Director of International, The Institute of Chartered Accountants in England and Wales (ICAEW)</i>	
09:48–09:57 (9min)	Keynote 3 – <b>Empowering Chinese Enterprises to Go Global: HSBC's Role and Insights</b> <i>Speaker: Vivian Zhang, Managing Director, Head of South China, Corporate and Institutional Banking, HSBC</i>	
09:57–10:06 (9min)	Keynote 4 – <b>Understanding Legal and Regulatory Compliance in Going Global</b> <i>Speaker: Wei Wu, Partner, Shoosmiths</i>	

10:06-10:15 (9min)	<b>Keynote 5 – Navigating ESG Standards and Compliance</b> <i>Speaker: Piers Touzel, Head of ESG Advisory, Greater China, ERM</i>	
10:15-11:00 (45min)	<b>Series Sharing focusing on <u>Advertising</u>: How UK Services Support Branding Globalisation Strategies</b> <ul style="list-style-type: none"> <li>- Winning Hearts and Minds in the UK (<i>Alex Jupp, Client Partnership Director, Juice</i>)</li> <li>- A Deep Dive into Social Media Localisation Strategies (<i>Eric Cui, Founder and CEO, Madeinplus</i>)</li> <li>- Internationalising Brand Values &amp; Boost Cultural Confidence (<i>Jamie Sergeant, Global CEO, Crowd</i>)</li> <li>- Outdoor Advertising &amp; Creative Tech Applications (<i>Ricardo Seixas, Founder and CEO, One Day</i>)</li> <li>- Talent Training for Brand Globalisation – (<i>Guy Dru Drury MBE, Regional Managing Director, Coventry University Group, China</i>)</li> </ul>	Target retail and consumer brands, to showcase UK offer in the creative/advertising sector.
11:00-11:40 (40min)	<b>Roundtable – Decoding <u>Infra</u> Projects Challenges in Going Global</b> Moderator: <i>Samon Sun, Corporate Compliance Expert, Pinsent Masons</i>  Topics to cover: <ul style="list-style-type: none"> <li>- Conduct Effective Feasibility studies &amp; Legal Consulting services</li> <li>- Local Stakeholder management strategies</li> <li>- Whole-cycle project management (engineering &amp; design)</li> <li>- Effective Financial tools and instruments</li> <li>- Cross-Cultural People Management for Infrastructure Projects Operation</li> </ul> Speakers: <ul style="list-style-type: none"> <li>- <i>Piers Touzel, Head of ESG Advisory, Greater China, ERM</i></li> </ul>	Speakers will discuss core challenges in different stages of a project and share their best practice.

	<ul style="list-style-type: none"> <li>- <i>Tony Chan, Associate Principal, Planning Leader for SE Asia, <b>Arup</b></i></li> <li>- <i>Rodrigo Salvado, Director General, Operational Partnership Department, <b>AIIB</b></i></li> <li>- <i>Francois Pannetier, Regional Head for Origination and Client Coverage, <b>UK Export Finance</b></i></li> <li>- <i>Martin Lockett, Professor in Strategic Management, <b>The University of Nottingham Ningbo China</b></i></li> </ul>	
11:40-12:00	<b>Break (walk to the reception venue)</b>	
12:00-14:00	<b>The UK Country of Honour Lunch Reception</b>	

- **How to register:**

Please click [here](#) to register your interest to our event **by 29 August**. Please make sure you select as below when you enter the information collection page. Our staff will contact you via message or email days before the event to confirm your success of registration and provide guidance for ticket collection. Any questions please contact [ruijie.wu@fcdo.gov.uk](mailto:ruijie.wu@fcdo.gov.uk).