

# How your business can succeed in China

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26TH NOVEMBER AT BOURNEMOUTH AFC



Shanghai

Population:  
24.2 million



26<sup>TH</sup> NOVEMBER AT BOURNEMOUTH AFC

## Beijing

Population:  
21.5 million



The workshop will not only offer insightful advice from China experts but also a number of companies that can help your business into the market including:

- IP and legal company formation.
- Financial advice and potential Chinese investment.
- Branding and marketing for the Chinese market.
- Government help and partnerships.
- Local support for Dorset based businesses.
- China insights and help on the ground.

# TIMINGS

- 9:00AM** An introduction to the huge potential of the Chinese market.
- 9:30AM** Selling online – China’s digital ecosystem.
- 10:00AM** Getting your business China Ready.
- 10:30AM** What investment will be required.
- 10:45AM** Success story by Ted Baker / marketing manager from Bicester village (TBC).
- 11:20AM** Summary and next steps pack provided on the day.
- 11:30AM** Networking with speakers and vendors.
- 12:00PM** Lunch

The event will be free and working alongside AFC Bournemouth, CBBC, BCP Council, Crowd, DIT, Dorset ambassadors program (Growth Hub), Dorset Chamber.

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