



Professor Yu Xiong

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## Showdown for Entrepreneurs

Northumbria University's [Newcastle Business School](#) has partnered with the Bank of China, University of Edinburgh, University College London and Lancaster University, to host the final of a competition aimed at building greater entrepreneurial links with China.

With a focus this year on investing in innovation, the results of 9<sup>th</sup> China-UK Entrepreneurship Challenge is being held on July 7 at The Bank of China, London. It brings together existing businesses and new student-led start-ups that are looking to develop commercial relationships and exploit collaborative opportunities between China and the UK. Cash prizes worth

£7,000 and an investment opportunity of £250,000 are available for the winning teams, including for the best business plan.

There will also be keynote addresses at the event by distinguished speakers including Mr. Sunan Jiang, Minister Counsellor for Science and Technology at the Chinese Embassy in London, the Mr. Barry Sheerman MP, Chair of the All Party Parliament Group on Crowd Funding, Ms. Xiao Liang, Deputy General Manager of the Bank of China London and Dr. Guy Brown, Director of Northumbria University's London Campus.

[Professor Yu Xiong](#), Chair of Technology and Operations Management at Newcastle Business School, launched the China-UK Entrepreneurship Challenge in 2007. He said: "Now in its 9<sup>th</sup> year this initiative has become extremely popular and is well supported by universities, governments and businesses. The potential for collaboration and knowledge sharing between entrepreneurs in the UK and China is vast, and this programme can provide the perfect platform for enterprising businesses and graduates to enter some of the fastest growing markets in the world."

Newcastle Business School was named Business School of the Year in the Times Higher Education Awards for 2015, and is widely regarded a leading and pioneering provider of entrepreneurship teaching and research.

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If you have a media enquiry please contact our Media and Communications team at [media.communications@northumbria.ac.uk](mailto:media.communications@northumbria.ac.uk) or call [0191 227 4571](tel:01912274571).

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