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## New markets beckon in China

**Businesses in the region are being invited to join leading experts at an international forum hosted by Northumbria University's [Newcastle Business School](#), exploring trade opportunities with China.**

High ranking officials from organisations including the Chinese Embassy, UK Government, British Council, China Britain Business Council, Newcastle City Council, UKTI, Newcastle Gateshead Initiative and universities will be speaking at the North-East China Business Forum on February 17.

The event, at the Civic Centre in Newcastle, has also been chosen to mark the launch of the 9<sup>th</sup> China UK Entrepreneurship Challenge competition – an

international drive to encourage UK businesses and venture capitalists to support student start-up businesses looking to build commercial relationships in China.

Mr SuNan Jiang, Minister Counsellor for Science and Technology at the Chinese Embassy, will make a welcome address. Doctor Nick Rousseau, Head of International Innovation Strategy at the Department of Business Innovation and Skills (BIS) will discuss international innovation partnerships, while British Council Senior Education Adviser Dewi Knight will talk on China UK collaboration on entrepreneurship education. Other key speakers include Doctor Liang Ma, Chair of the British Fortune Group, Professor Kevin Kerrigan, Executive Dean at Newcastle Business School and Tom Warburton, Director of Investment and Development at Newcastle City Council.

[Professor Yu Xiong](#), Chair of Technology and Operations Management at Newcastle Business School and organiser of the Forum, said: “The potential for trade or to set up innovation-sharing partnerships in China is enormous, but for individual businesses knowing where and how to gain a foothold can seem overwhelming. The expertise, experience and know-how we have assembled for the forum will be focus on helping businesses overcome this and unlock their potential. Whether it’s for export, import or partnership building, this free event could prove hugely valuable and insightful.

“I’m also delighted that just a year after joining the China UK Entrepreneurship Challenge, an event hosted by Newcastle Business School has been selected to launch this year’s competition. The initiative, which is becoming increasingly popular with universities, brings together businesses and student-led start-ups looking to develop commercial relationships and open up market opportunities through collaborations between China and the UK. It includes entrepreneurial-style competitions with cash prizes and investment opportunities up for grabs for the best business plans.”

Nick Forbes, Leader of Newcastle City Council added: “I am pleased we are able to host this delegation from China at Civic Centre, to further strengthen our links and explore and extend trade and collaborative partnerships.

“I visited China last year with the Chancellor as a part of a Northern Powerhouse delegation, to set out investment opportunities in Newcastle and the North East, and this provides another platform to showcase what the region has to offer. It’s crucial we facilitate and create the right conditions for

businesses to grow and move into new markets, and this event provides an ideal opportunity for them to engage with senior officials from the Far East.”

For more information visit [www.chinaukchallenge.com](http://www.chinaukchallenge.com).

The North East China Business Forum is being held at Newcastle Civic Centre on February 17 from 12:30pm to 16:00pm. To register a place please contact [shen.wei@northumbria.ac.uk](mailto:shen.wei@northumbria.ac.uk) or visit: [www.northumbria.ac.uk/Chinaforum](http://www.northumbria.ac.uk/Chinaforum)

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