

DLA PIPER

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ROADSHOW TARGETS KEY CHINESE CITIES TO PROMOTE INVESTMENT INTO YORKSHIRE



Three of the region's major organisations have joined forces and are embarking on a two-week roadshow to four key Chinese cities to promote investment into Yorkshire.

Law firm DLA Piper, The Royal Bank of Scotland (RBS) and Yorkshire Forward have been invited to speak to Chinese companies in Guangzhou, Yangzhou, Nanjing and Chengdu on investment into the UK and specific opportunities in the region.

"These are four of the fastest growing cities in China and over the past few years the number of Chinese corporates in these cities with the capital to invest overseas has increased dramatically," said Josh Wong, associate at DLA Piper, who has been responsible for developing the roadshow.

"The UK remains a prime target for Chinese companies setting up businesses overseas due to its open and liberalised business structure along with ease of setting up a company and doing business. We want to bring these companies to Yorkshire."

For RBS, the roadshow builds on the bank's significant interests in China, having acquired a stake in the Bank of China in August 2005. David Clarke,

associate director commented: "RBS has significant expertise in the Chinese market and we are delighted to be able to promote the region in this way."

Yorkshire Forward is one of the few regional development agencies to have an office in China and have already been successful in attracting Chinese businesses. Theresa Lindsay, head of marketing and business development said: "China is one of Yorkshire and Humber's key investment markets with almost 20 per cent of all foreign investments in the region last year coming from this area. This roadshow will allow us to showcase the region's strengths in key emerging markets for China – particularly environmental technologies, which are a major interest for the country as its economy and energy consumption expands."

The roadshow organisers are ConnectChina, a consultancy based in Batley. Director Joanna Lavan said: "Our research shows that many Chinese companies fail to get the correct advice before they start trading and investing in western markets and this has led to some difficulties. This roadshow will address that gap."

Caption: Standing alongside one of the two golden lions at the entrance to Maxi's restaurant in Leeds are (from left) David Clarke, associate director, international business services, Royal Bank of Scotland; Jo Lavan, ConnectChina director; Caroline Felce, inward investment director Yorkshire Forward; and Josh Wong, associate at law firm DLA Piper.

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