

DLA Piper

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DRIVE FOR CHINESE INVESTMENT INTO YORKSHIRE GATHERS PACE



Yorkshire Forward is once again joining forces with international legal practice DLA Piper for a high profile visit to five key cities in China in a major drive to promote Chinese investment into the region.

Yorkshire Forward chairman Terry Hodgkinson and DLA Piper's Far East specialist, Josh Wong, will lead the road show and speak at the launch event in Ningbo, Zhejiang.

The road show is part of the Zhejiang Trade and Investment Symposium, one of the largest events of its kind in China, with over 10,000 delegates expected. In what is seen as a major coup for the region,

Yorkshire will be one of only three regions in the world to present to delegates at the symposium which underlines the importance of the twinning relationship between Yorkshire and Zhejiang.

The two week road show (7-20 June) will also visit Chinese companies and senior officials in Wuxi, Chengdu, Beijing and Liyang to discuss the financial climate in the UK and specific opportunities in Yorkshire region.

"Chinese companies are still looking to expand in new markets overseas, encouraged by the Chinese government's call to globalise," said Mr Wong, an associate at DLA Piper who, together with Joanna Lavan, managing director of ConnectChina, has been responsible for planning and organising the road show.

"Rather than being discouraged by the worldwide economic downturn, they are sensing new opportunities and are more determined than ever to pursue these as domestic growth slows," he explained.

Yorkshire Forward is one of the few regional development agencies to have an office in China and has already been successful in attracting Chinese businesses to this region.

David Shepherd, international business development manager at Yorkshire Forward said: "There is strong interest from the Chinese market towards investing in the Yorkshire and Humber region – in the last three years 24 Chinese owned companies have established or expanded their operations here."

He continued: "We will be using this mission to showcase our strengths in some of the sectors of special interest to China, such as healthcare, advanced manufacturing and environmental technology to maximise on further investment opportunities. As well as meeting with Chinese companies considering investing in our region, we will also be seeking to increase bilateral trade between Yorkshire companies and businesses in the five Chinese cities we visit."

The road show will also be supported by representatives of Yorkshire companies who have significant investments in China including the Charlesworth Group, Cooper & Turner Limited, AWI Limited and Strategic Solutions Worldwide.

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Photography:

ChinaRoadshow3.jpg: Joanna Lavan, managing director, ConnectChina; David Shepherd, international business development manager, Yorkshire Forward; Josh Wong, China specialist lawyer, DLA Piper and Susana Cordoba, international executive, Yorkshire Forward.



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