

Enabling Innovation Digital Media Mission to China 25 – 30 September 2011

**JOIN US for unparalleled access to LEADING CHINESE
COMPANIES in the FAST GROWING DIGITAL MEDIA INDUSTRY
IN:**

Shenzhen – Shanghai – Beijing

Enabling Innovation UK~CHINA Partnership in Digital Media

The aim of Enabling Innovation is to raise awareness of the proven track record and capability of the UK technology sector. The initiative highlights that the UK technology industry is SMART, RESPONSIBLE and CONNECTED and is home to leading international technology organisations.

Enabling Innovation has successfully introduced over 500 UK companies to qualified Chinese ICT opportunities during the past three years, and as a key event in the programme, this digital mission offering participating companies unparalleled opportunities to visit key technology hubs in China and to engage with Chinese digital companies and discuss real and qualified business opportunities.

EVENT HIGHLIGHTS

The Digital Mission offers participants the chance to:

- engage with pre-qualified Chinese technology purchasers in one to one meetings
- participate in UKTI organised seminars / workshops and roundtable discussions with pre-qualified, invited Chinese audiences
- participate in group visits to key Chinese Digital Media companies
- network with key Chinese and UK government contacts
- network with leading senior level business contacts from across China
- Exclusively attend the 4th annual UK-China Internet Forum, a bi-lateral business opportunity and policy meeting between the Chinese State Information Office (SCIO) and the UK's Department for Culture, Media and Sport (DCMS).

ACT NOW... to register your interest:

To obtain an application form for the Enabling Innovation Digital Mission contact:

Richard Lewis; 020 7215 4823; email: richard.lewis@ukti.gsi.gov.uk
or
Audrey Miller; 020 7215 8426; email audrey.miller@ukti.gsi.gov.uk

This mission will be branded under the Enabling Innovation Initiative. Some aspects of the visit programme will incur a cost as part of UKTI's chargeable services, such as the one to one business matching arrangements. For this mission these services will cost £1,110 (inc VAT) with further details available when applying ...

PROGRAMME OUTLINE:

Sunday 25th September

UKTI Briefing in Shenzhen hotel.

Monday 26th September

AM: 'Partnership in Digital World' Workshop.

The audience will be invited from Shenzhen, Guangzhou, Xiamen and Hunan and will include:

China Mobile - Aspire Holding: Part of the larger China Mobile Telecom operator responsible for building the mobile app store for China Mobile's 600 million customers.

Tencent: One of the largest Internet & Wireless Service & Content Providers in China with 140 Million active users.

Also included in the audience:

Xunlei, NetEase, TCL Smart TV (Android) Division, Konka 3D Smart TV (Android) Division, Sinotone, Global Digital Creations Holdings Ltd. Shenzhen Media Group, Shenzhen Animation Base, Hunan TV, Hunan Sunchime Digital Outdoor Advertising, VisionChina, MediaCone
ZTE

Content providers and industry associations: Xiamen Software Park

PM One to One meetings with pre-qualified Chinese companies

Overnight: Shenzhen



Tuesday 27th September

- AM Group calls on Chinese companies
(Relevant to interests of the UK group)
- PM Travel to Shanghai
- Overnight: Shanghai

Wednesday 28th September

- AM 'Partnership in a Digital World' Roundtable
- Participants will include companies in the mobile, online and creative sectors from the Shanghai area including Shanghai Media Group, (SMG), Shanghai Media and Entertainment Group (SMEG), BesTV, Tudou.
- Tudou is China's second largest online video website with 90.1 million registered users. Tudou publishes over 50,000 new videos each day, including amateur content, movie, TV and music videos. Tudou is preparing to list in the U.S to raise capital to expand its internet bandwidth and upgrade its technology.
- Shanghai Media Group is a state owned conglomerate and China's second largest media company with a 2010 annual revenue of \$202 million. It owns a large portfolio of television, radio, print and digital-media businesses.
- PM One to One meetings with pre-qualified Chinese companies
- Evening Travel to Beijing, Overnight Beijing

Thursday 29th September

The Internet Forum 2011:

The State Council Information Office (SCIO) will invite a cross section of Chinese companies to take part in this two day bilateral discussion between UK Government and UK companies. Anticipated attendees include:

China Mobile, China Telecom, China Unicom, TV stations – CCTV, BTV, Hunan TV, Shanghai Media Group, leading portals Sina, Sohu, Tencent, Baidu.

10:00 Opening Plenary Session – confirmed speakers include:

- China Mobile - the largest mobile operator in China with 616 million subscribers, Datang Telecom, CICIR, People Search, Sina,
- UK Company speaker opportunities

12:00 Networking Lunch

14:30 Business Breakout Sessions: covering the following topics

- Innovation and Collaboration in Digital Media Technology
- Cloud Computing and Digital Delivery Convergence
- Future Internet and the Internet of Things

Evening reception / dinner / networking

Friday 30th September

08:00 Breakout sessions:

- Internet of Things and M2M
- Mobile Internet content on 3G and 4G Platforms

11:00 Closing Plenary

12:00 Networking Lunch

PM One to One meetings with pre-qualified Chinese companies

Additional Information:

Participating companies will cover their own travel, accommodation and subsistence costs in each city other than where arrangements have been made as part of the visit programme. UKTI will recommend hotels offering reasonable rates (approximately between £80~£120 per night) and recommendations for booking internal flights.

Companies based in some areas of the UK may be eligible for financial assistance towards travel costs. To check your eligibility please speak with your local UKTI representative, whose details can be found at <http://www.ukti.gov.uk/export.html>