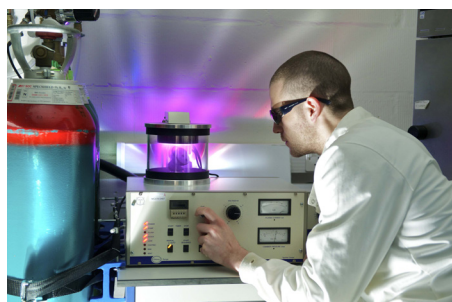
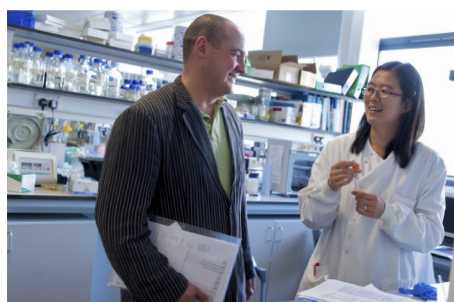


# Opportunities within the Chinese Market

Friday 07<sup>th</sup> November 2014 (09:00 am - 12:00 pm)

The Work Foundation, 21 Palmer Street, London, SW1H 0AD



Although an important market for UK goods and services, China is still regarded as difficult or inaccessible to many SMEs. Join Lancaster China Catalyst Programme, London Fusion and the Environmental Industries Commission (EIC) for a briefing that will give you insights into what the Chinese market is looking for and how to access the opportunities. You will hear from companies who have taken advantage of the China market services offered by Lancaster China Catalyst Programme and EIC on their experiences of China. This is a free event – places will be allocated on a first come-first served basis.

## By attending this event, you will:

- Learn more about the opportunities for UK companies in China
- Gain an overview and the latest update on the Lancaster China Catalyst Programme
- Hear first-hand from businesses about their experience in Lancaster China Catalyst Programme
- Network with businesses

## Why to enroll in Lancaster China Catalyst Programme?

- Significant Return on Investment
- New and Alternative Route into the Chinese and Global Markets through Collaborative R&D
- Access to Substantial Chinese Match Funding
- Bespoke Graduate Skillset to Shape and Resource Collaborative R&D Projects
- Networking and Peer-to-Peer Learning To Maximise International Business Benefits

## Event Programme

- 09:00 Registration and Coffee
- 09:15 Welcome from London Fusion  
Andrew Sirs-Davies, London Fusion Project Manager
- 09:20 Overview of Lancaster China Catalyst Programme  
Dr Simone Corsi, Lancaster China Catalyst Programme Manager
- 09:50 Accessing the Chinese Environmental Market  
Matthew Farrow, EIC Director
- 09:55 Case Study: Environmental Opportunities for UK Firms  
Peter Atchison, MD of PAgEotechnical
- 10:25 Case Study: De-risk your Market Entry to China  
Dr Ben Harbert, Director of Research & Environment, Stopford
- 10:45 Q&A
- 11:00 Networking
- 12:00 Close

*To attend this fully funded event, please register via Eventbrite:*

<http://catalyst-fusion.eventbrite.co.uk>

[www.eic-uk.co.uk](http://www.eic-uk.co.uk)  
[www.lancaster.ac.uk/china-catalyst](http://www.lancaster.ac.uk/china-catalyst)