

# Sichuan



## Land of Opportunity

Meetings with Decision Makers in Chengdu, incorporating  
the 8th Western China International Economy & Trade Fair  
23/05/2007-04/06/2007

Program Organised By UCCETA  
UK CHINA CULTURAL AND TRAINING ASSOCIATION



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Incorporating the 8th Western China International  
Economy & Trade Fair

23rd May 2007 - 04th June 2007

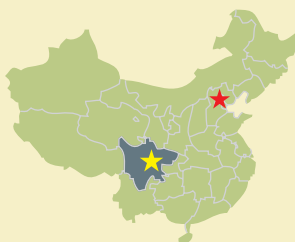
## Executive Summary:

This venture will introduce British and European business leaders to the Decision Makers in the Sichuan business and political communities, to explore opportunities for future growth and development. Sichuan Province is the largest in China, with a wealth of natural resources as well as centres of science, technology, trade and finance. Sichuan's capital Chengdu is a leading hub for transportation and communication in southwest China. [The Western China International Trade Fair](#) is a key event attracting CEOs of Fortune 500 Companies yet relatively unexploited by UK companies. It also hosts major tourist attractions. This trip is organised and accompanied by UCCETA (UK China Cultural and Training Association) who are familiar with both western and Chinese culture and business practices. This trip is supported by the Chinese Government to encourage UK citizens to visit and experience Chinese culture and business methods and customs.

## Sichuan Province

Lying in a fertile basin abutting the Himalayas and with the Yangtze River flowing through, Sichuan is known as the "Land of Abundance" due to its fertility. The region is also rich in mineral wealth, with the largest reserves of lithium, titanium and vanadium in China.

Sichuan is one of the major industrial bases in Western China and in addition to the heavy industries also is a home to electronics, textile industries, automotive and building material sectors. The Chinese



Government is actively supporting trade with southwest China for external partners and providing opportunities and incentives to overseas companies such as exemption from income tax for 2 years. It is home to a host of tourist attractions, including the Giant Buddha and the Panda Breeding and Research Centre. Sichuan Province is China's next biggest development area.



Chengdu is the capital city; a centre for scientific technology, commerce, trade and finance. Chengdu is also a leading hub for transportation and communication.

## **The 8th Western China International Economy & Trade Fair**

The Western China International Economy & Trade Fair is the only national level fair integrating exhibitions, project negotiations and business summits. The fair provides a platform for strengthening the economic cooperation and trade between Western China and other countries in the world. Past attendees have included Chinese and foreign state leaders, CEOs of Fortune 500 companies, leaders of chambers of commerce and councillors of foreign countries. They have included the participation of more than 9000 foreign businessmen and 300,000 visitors from 73 countries and regions and 31 districts, cities and provinces of China.

The Trade Fair includes exhibitions on Manufacturing & Processing, IT / ICT, Electric Power , Agriculture, Transport, Investment Projects, Recycling, Finance, Real Estate, Education Exchange Tourism and Cuisine, Traditional Chinese Medicine and Fashion.

## **The Business trip**

You will meet with business and political Decision Makers and attend the Trade Fair to explore common business interests and opportunities.

Through three successful previous trips, Yolanda Chi and Robin Driver of UCCETA have built up good relationship with leading political and business figures in Sichuan and will introduce you to them. Their local knowledge will also safely guide you around the perils of cultural differences to ensure that your trip is a success!

Relationships are extremely important in Chinese business. You need to get to know the right people and recognise the power and involvement of the local political leaders in business. Entertainment is a vital part of the business process, where partners get to know each other, whether at a banquet or on a "sightseeing" tour.



*3200 yr old Bronze*

This trip is supported by the Chinese Government to encourage UK citizens to visit and experience Chinese culture and business methods and customs. UCCETA also interact with UK Trade and Invest advisors who can provide you with additional guidance and preparation prior to the trip.



## The Itinerary

- 23rd May (Wednesday):** Depart London Heathrow airport.
- Day 1 (24th May, Thursday):** Arrive in Chengdu, tour of the City. Evening Welcome Dinner with provincial government officials
- Day 2 - 3 (25th May - 26th May):  
Friday - Saturday** Chengdu Western China International Trade Fair. The local government and Chamber Commerce will give official dinners each day. With notice you will be able to meet business people relevant to your individual interests.
- Day 4 - 6 (27th May - 29th May):  
Sunday - Tuesday** Rest & Recuperation after Fair. Fly to JiuZhai Valley 250 miles north of Chengdu, This valley is a truly enchanted place nestling at the foot of snow capped mountains, its coloured lakes fed by waterfalls including the widest falls in China. This world heritage site has rarely been seen by western visitors and will also give the opportunity to meet with and observe the customs and culture of the local Tibetan people.
- Day 7 (30th May, Wednesday):** Visit to the huge electrical generator manufactory complex at DeYan city, The local government of DeYan city will host dinner in the evening. This will be an opportunity to learn of business opportunities in discussion with the local Chamber of Commerce. There will be an opportunity to visit the world famous Panda Breeding and Research centre and the Sanxingdu Museum with its unique display of the heritage left by the mysterious Sun people.
- Day 8 (31st May, Thursday):** Visit the city of LeShan to discuss business opportunities with the local Chamber of Commerce. The local government of Leshan city will host a dinner in the evening. A visit to see the Giant Buddha, and the Mount Emei Scenic Area (A natural and Cultural World Heritage site) will be arranged.
- Day 9 (1st Jun, Friday):** Individual business meetings arranged prior to or during the trip.
- Day 10 (2nd Jun, Saturday):** Individual business meetings arranged prior to or during the trip. Opportunity to visit Mount QingChen and the Dujiangyan Irrigation System (A world natural and cultural heritage site). This ancient marvel irrigates over a million acres.
- Day 11(3rd Jun, Sunday):** Individual business meetings arranged prior to or during the trip. Goodbye to China dinner. The opportunity to go shopping.
- Day 12 (4th Jun, Monday):** Departure from Chengdu airport on your home flight.



## Information and Booking\*:

Contact Organisers and Business Guides, Robin Driver & Yolanda Chi

Email: [Robin.driver@ucceta.com](mailto:Robin.driver@ucceta.com) or [Yolanda.chi@ucceta.com](mailto:Yolanda.chi@ucceta.com)

Tel: 07899922609 or 07984150091

**\*Non business partners are also welcome and will be provided with alternative activities and outings during the trip:**

## Cost of Trip

**Price: £1466\* per person**

\*Revised price 27/02/07 due to airport tax increase

### Price includes:

- Invitation by Chinese local government.
- Meetings with political and business Decision Makers
- 4 Star Hotel Accommodation.
- English speaking tour-guides.
- Private air-conditioned coach.
- Meals: Breakfast, Lunch and Dinner.
- Entrance fee for scenic spots.
- Domestic Flight ticket.
- London - China International arrival and departure flight.
- Travel Agencies' Liability Insurance with the tour inside China.
- Chinese government taxes and the city construction fees applicable to your travel.

### Price excludes:

- China Entry Visa (visa can be arranged - £40).
- Personal expense.
- Tips to guide and driver.

**\*Price subject to Air Ticket availability so book ASAP!**

*Leshan Giant Buddha - Sichuan*

