



# **VECCI BUSINESS MISSION TO CHINA**

14 – 26 October 2008

VECCI is organising a business mission to China, designed to provide Victorian companies with an opportunity to gain an insight into the Chinese market and explore business opportunities by visiting the Chinese Import and Export Commodities Fair (Canton Fair) - one of the largest trade fairs in the world.



**vecci**  
INVIGORATING BUSINESS



# mission

The mission will provide participants with the contacts, information and experience required to deal with the most lucrative and challenging market in the world. Participants will be introduced to Chinese businesses, chambers of commerce and government agencies in all three major cities in China. Participants will also benefit from valuable networking opportunities.

Members of the delegation will be able to experience China, shortly after the staging of the 2008 Olympic Games and enjoy some of China's history, culture and culinary delights.

## **MISSION OBJECTIVES:**

- Explore business opportunities through visiting the Chinese Import and Export Commodities Fair (Canton Fair)
- Provide a comprehensive, in-depth understanding of the scale and diversity of the Chinese market and opportunities available
- Develop contacts in China in line with your business objectives
- Business matching and networking opportunities.

## **WHO SHOULD ATTEND?**

- Businesses interested in sourcing from China direct
- Businesses interested in exporting products and services to China market
- Businesses interested in investing in China
- Businesses interested in indentifying business opportunities in China.

## **CHINESE IMPORT AND EXPORT COMMODITIES FAIR**

Also known as the Canton Fair, the Chinese Import and Export Commodities Fair was first held in 1957. Held twice a year, the fair is co-hosted by the Ministry of Commerce of China and the Government of Guangdong Province. It is China's largest and most comprehensive trade fair and provides the broadest distribution of commodities.

The 103rd session of China Import and Export Fair was successfully concluded in Guangzhou on 30 April 2008. In this session, 18,207 Chinese enterprises participated in the National Pavilion and the number of buyers from 213 countries and regions reached 192,000. Total turnover was a record high USD \$38.23 billion, an increase of 5.1% from the 102nd session.



Apart from the National Pavilion, 514 enterprises from 57 countries and regions participated and exhibited their products to Chinese and world buyers.

VECCI has established a close relationship with Canton Fair organisers, giving access to a VIP service for all mission participants. Delegates will have the opportunity to meet representatives from a variety of Chinese manufacturing companies and ongoing assistance will be provided to facilitate future business discussion.

## **VISITING CHINA'S OTHER ECONOMIC POWERHOUSES**

The mission will continue to Shanghai and Beijing for further briefing and business matching opportunities.

Participants will have the opportunity to acquire first-hand information on issues and trends about doing business in China, including what to watch for and where to be cautious, through a series of insightful briefings.

Valuable networking opportunities with local businesses for ongoing relationships will be also organised. For those who wish to return to China to progress business opportunities in the future, this will be invaluable.

With strong support from VECCI's local alliance and contacts, participants will be assisted with individual appointments directly with manufacturers, distributors and government agencies in those regions.

# itinerary



## Day 1 – 4 Melbourne - Guangzhou

The capital of China's economic powerhouse, Guangzhou is located north

of Hong Kong in the province of Guangdong. The location of three of the four original special economic zones (Shenzhen, Zhuhai and Shantou), Guangdong has become a trading colossus accounting for over 40 per cent of the national trade total.

### PROPOSED ACTIVITIES:

- Attending Canton Fair, business matching
- Briefing from Austrade Guangzhou
- Briefing from SGS (Société Generale de Surveillance)
- Networking with members of Entrepreneur Association
- Assistance with individual opportunities as required.

### OTHER:

A day trip to Shenzhen



## Day 5 – 8 Shanghai

As the industrial and commercial centre of China, Shanghai has re-asserted itself as China's economic

capital in recent years. Accounting for one per cent of the population, this dynamic business entre contributes more than five per cent of the total industrial output. A base for many multinational corporations, this cosmopolitan city will provide participants an insight into the Chinese entrepreneurial spirit.

### PROPOSED ACTIVITIES:

- Briefing from Victorian Government Business Office
- Networking with members of Shanghai Chamber of Commerce and Industry
- Octet Finance Shanghai
- Assistance with individual opportunities as required.

### CULTURAL VISITS:

Shanghai City tour



## Day 9 – 13 Beijing

Being the capital and administrative city of China, Beijing is the political, economic, cultural and educational centre. Playing a vital role in international trade, Beijing is also the location for many multinational regional headquarters. Housing China's Central Government, modern Beijing is moving rapidly into the new millennium, and there is no sign of this slowing as the capital, home to the 2008 Olympic Games.

### PROPOSED ACTIVITIES:

- Briefing from Australian Embassy and Austrade
- Networking with China Council for the Promotion of International Trade (CCPIT)
- Networking with local businesses
- Assistance with individual opportunities as required
- Day trip to Tianjin.

### CULTURAL VISITS:

The Great Wall, The Forbidden City, Tiananmen Square, Temple of Heaven, Olympic Venues

### Please note:

*Itinerary details contained in this brochure are subject to change.*

# how to book

## *Expression of Interest*

Likely costs for your company

### **Earl Bird Price:**

**\$8,250**

25% deposit required at time of booking  
(including 10% GST where applicable).

### **Bookings received after 15 September**

**Price: \$8,800**

Full payment required (including 10% GST where applicable).  
This fee includes economy air travel as per itinerary, single accommodation, breakfast, taxes, tips and ground transport.  
(Business Class Airfares, and Partner Price available).



## ***EXPRESSION OF INTEREST***

VECCI is now looking for expressions of interest in order to further progress the mission. If you are interested, we request that you complete this expression of interest form and forward it to:

**Zea Colgan**

**VECCI's International Trade Department**

**fax: (03) 8662 5201**

**email: [zcolgan@vecci.org.au](mailto:zcolgan@vecci.org.au)**

**phone: (03) 8662 5171**

Contact Name:

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Company Name:

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Address:

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Telephone:

Fax:

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Email:

Website:

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Products/Services:

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