



## Challenge China – Advanced Manufacturing Programme

Learn how your business can aspire to meet the opportunities in China and beyond

UK Trade & Investment South East (UKTI) and the Manufacturing Advisory Service (MAS) South East have developed an exciting new programme to help you increase your competitive advantage. Our exclusive **Challenge China** offer is open to a limited number of companies to participate in a unique two-stage programme.

### Why your company should consider this programme

We believe that companies accepting this challenge will change their perspectives and discover how global competitive manufacturing can be sustained in the UK and export sales expanded. By focussing on Chinese and UK comparative benchmarks for quality and innovation we will demonstrate how UK companies can win business in China and other global markets. **The Programme is flexible** - you can select to take part in one or both elements depending on your needs.

**To find out more - simply attend one of our free interactive workshops**

Tuesday 2 March 2010, Solent Hotel, Whiteley	10:00 – 12:30
Wednesday 3 March 2010, Holiday Inn, Oxford	10:00 – 12:30
Wednesday 10 March 2010, Holiday Inn, Guildford	10:00 – 12:30
Thursday 11 March 2010, Holiday Inn, Wrotham	10:00 – 12:30

**At these workshops we will provide a detailed introduction to the Challenge China Programme and how it can benefit your business:**

Mark Knowlton, MAS South East, will detail how **The Global Fitness** stage can enhance global competitiveness, hone manufacturing and management capabilities and optimise supply chain and environmental performance. MAS South East will provide a free review visit and action plan conducted at your premises, along with tailored consultancy of up to 5 days (50% funded).

Chris Lowsley, China Business Adviser UKTI South East will explain how **The Access China** stage will equip you to enter the China market with confidence, meet potential Chinese buyers, or engage with Chinese suppliers and partners. He will detail plans for participants to meet selected decision makers and partners through a tailored and sector focussed visit programme to China planned for June.

**Contact us to book your place at one of these free workshops, details below:**

Call: +44 (0)8452 717 400  
Email: [events@uktisoutheast.com](mailto:events@uktisoutheast.com)  
Visit: [www.uktisoutheast.com](http://www.uktisoutheast.com)