



## Midlands Engine Creative and Design Trade Mission to Hangzhou, China

**Dates:** 19-23 September 2018

Looking for opportunities to increase sales into China? Apply to join a fully funded Midlands Engine mission to the Hangzhou Cultural and Creative Industry Expo.

### Why Hangzhou?

The Midlands Engine is establishing a strong partnership with Zhejiang Province, one of China's largest and most affluent regions. This relationship was initiated by Nottingham City and County Council and has been scaled up to the Midlands Engine region in order to expand commercial connections. The key focus of the relationship is to boost trade and investment links. With a population larger than London, Hangzhou (Zhejiang's capital), is a key cultural and historic hub in China. The Hangzhou Cultural and Creative Industry Expo has been running for over a decade. The expo ranks in the top five cultural industry events in China's calendar and attracts significant international attention.

In order to build tangible links with SMEs, Zhejiang are offering to sponsor Midlands Engine businesses to attend this event. It is hoped that just visit will be the start of many more commercially focused Creative and Cultural exchanges.

### What is the offer from Zhejiang?

Zhejiang has allocated funding to support more SMEs on both sides connect and communicate. Through the Hangzhou Creative and Design Centre, Zhejiang have committed to support:

- 10 Midlands bases SMEs from the Creative and Design Centre to travel to the Expo (Flights, and accommodation will be covered)
- Exhibition space at the Hangzhou Cultural and Creative Industry Expo – this will be part of a wider Midlands Engine stand

### What companies Midlands Engine will meet?

Businesses with high-quality products and an ability to sell into China are encouraged to attend. Businesses with products and services that also represent the Midland Engine's tourism offer are also encouraged.



Interested?

Contact [Rob.avery-phipps@midlandsengine.org](mailto:Rob.avery-phipps@midlandsengine.org) to find out more. Deadline for expression of interest is July 20th.