



Midlands Engine Creative and Design Trade Mission to Hangzhou, China, 19-23 September 2018

Are you thinking of growing your design, creative or digital business, or selling your products, in China?

You can dip a toe into this massive market or meet more customers by joining a paid-for Nottingham & Midlands Engine trade mission to the Hangzhou Cultural and Creative Industry Expo.

Why Hangzhou?

Nottingham local authorities and the Midlands Engine are establishing a strong partnership with Zhejiang Province, one of China's largest and most wealthy regions. This relationship was started by Nottingham City and County councils and has been scaled-up to the Midlands Engine region in order to make the most of the opportunity.

The key focus of the relationship is to boost trade and investment links with Zhejiang and help Midlands businesses to grow through exporting.

With a population larger than London, the historic city of Hangzhou (Zhejiang's capital), is a key cultural hub in China. The Hangzhou Cultural and Creative Industry Expo has been running for more than ten years and attracts 250,000 business visitors. The Expo ranks as one of China's top five industry events and attracts significant international attention.

Zhejiang have offered to sponsor Nottingham and Midlands creative, digital and design businesses to attend and exhibit at the Expo this year. It is hoped that this trade mission will be the the first of many commercially focused creative and cultural exchanges between Midlands and Zhejiang.

What is the offer from Zhejiang?

Through the Hangzhou Creative and Design Centre, Zhejiang have committed to pay for:

- 10 Midlands based creative, digital and design SMEs to travel to the Expo, covering flight and hotel costs.
- Shared exhibition space at the Hangzhou Cultural and Creative Industry Expo from 19-23 September 2018

What businesses should come?

Businesses with high-quality products and an ability to sell into China are encouraged to attend. Businesses with products and services that represent the Midlands' tourism offer are also welcome. All businesses attending will have the opportunity to meet with Alibaba, China's biggest online retailer, wholesaler and payment platform.



Interested? Contact Rob.avery-phipps@midlandsengine.org. The deadline for expression of interest is July 20th.