



China-Britain
Business Council
英中贸易协会

UK-CHINA BUSINESS FORUM 2025

PARTNERING FOR GROWTH

5th March 2025

London



UK-CHINA BUSINESS FORUM 2025

PARTNERING FOR GROWTH

The **2025 UK-China Business Forum** is a **full day conference** focused on the theme of **UK-China partnership** and the **opportunities for growth in both markets, through export and investment.**

The UK Government has put boosting growth at the top of its agenda, so maximising our trade and investment engagement with the world's second largest economy is more important than ever. Indeed, for many British businesses, the opportunities of the China market are vital to their growth and profitability.

Over the past few years, we have seen China's growing role in the global economy, and Chinese companies continue to have an interest in investing abroad – not least in the UK.

During the morning session, **the Forum will explore how to develop these opportunities, analysing both the benefits and challenges from a practical point of view**, with senior businesspeople sharing their valuable insights through real-life case studies.

In the afternoon, **the Forum will examine four key areas:**

- **Aging populations** require a different approach to healthcare, with more focus on prevention rather than cure, there is huge scope for UK-China academic and business collaboration.
- The **Chinese consumer**, amongst which there is undoubted interest in UK brands, where engagement is built on cultural relevance and emotional connection.
- **Smart transport solutions**, which have the potential for tremendous benefits, both for the UK as a whole, as well as for businesses and their employees.
- **Green transition**, an area where China and the UK are both looking for wins, and where there is potential for cooperation and growth in both markets.



UK-CHINA BUSINESS FORUM 2025

PLENARY SESSION THEMES



China's Evolving Role in the Global Economy

With a changing global economy, China's role is becoming ever more important. This panel will look at China's position as a global player in the context of a new world order which presents a host of opportunities and challenges both across bilateral and third country relationships. Our specialist panel will consider the role China plays in innovation, technology systems and investment in a UK-China context as well as in third countries around the world.



China: A Strategic Investment Partner for the UK Growth Agenda

This session will focus on the opportunities for Chinese businesses to invest in the UK, to support the UK government's growth agenda. Partnerships that support the UK's ambitious Net Zero commitments and bring Chinese innovation and new technologies to partners in the UK. We will hear from Chinese investors in the UK and specialist advisers who are supporting these investors to navigate the UK regulatory environment. We will also explore business opportunities, the types of partnerships that currently exist, and how increased Chinese investment in the UK can help accelerate the UK growth agenda.

CEO INSIGHTS



CEO Insights into the Importance of a Strong UK-China Relationship

CBBC's recent member survey highlighted the importance of China to some of the UK's leading FTSE 250 companies. Our UK Investment Conference in Shanghai also saw a huge amount of interest from Chinese businesses in the opportunities open to them by investing in the UK. We will hear from two senior business executives about their own corporate views on the benefits of a strong UK-China relationship for their companies.

** Provisional sessions, subject to change*

UK-CHINA BUSINESS FORUM 2025

SESSION THEMES



Prevent, Optimise, Thrive: Global Health Innovation Across Borders

With an aging population comes a change in approach to healthcare. 'Healthy China 2030' and the NHS 'social prescribing' programmes mark a change in step: from cure to prevention to optimisation. This panel will explore the innovations across the private sector and academia: addressing global health challenges, leveraging shared expertise in preventative care, digital health, and patient-centred approaches.



Building Brand Loyalty and Cultural Relevance in the Chinese Consumer Market

As China resets its economic priorities in 2025, consumption will remain key for the country's sustainable economic growth. Chinese consumers will continue to underpin growth strategies for UK and Chinese companies alike. In this session we explore the space for brand collaborations between UK and Chinese brands and look at key trends that will define the market.



UK-China Collaboration in Smart Transport

China has developed rapidly in terms of smart transport solutions, including in the low altitude economy (LAE), which present opportunities for UK businesses to work with, as well as benefit from the advances that have been made in the sector. Collaboration in this area offers environmental benefits to the UK, as well as financial benefits to companies, their employees and the country as a whole.



How Can the UK's Green Transition Leverage China's Industrial Might?

In rolling out the world's fastest, most expansive installation of renewable energy assets over the past 10 years, China's leading industrial giants are now looking to opportunities in international markets to accelerate their own energy transitions. The UK's ambitious Net Zero targets will remain out of reach without embracing the economies of scale that Chinese suppliers can offer. This panel will explore what challenges and opportunities exist in realising this significant potential area for collaboration.

** Provisional sessions, subject to change*

UK-CHINA BUSINESS FORUM 2025

AGENDA

- 09:30** Registration
- 10:00** Welcome Remarks & Opening Keynotes
 - CBBC Chair, Sir Sherard Cowper-Coles; Senior Representatives from the UK & Chinese Government
- 10:30** China's Role in an Evolving Global Environment
- 11:30** China's Role in the UK - Inward Investment Opportunities
- 12:30** Fireside Chat - CEO discussion
- 12:50** Lunch and Networking
- 14:00** UK-China Collaboration Opportunities
 - Opening Keynote - UK government leader
- Break-Out Sector Panels
- 14:30** Session 1 - Building Brand Loyalty and Cultural Relevance in the Chinese Consumer Market OR
How Can the UK's Green Transition leverage China's Industrial Might?
- 15:30** Tea Break
- 16:00** Session 2 – Prevent, Optimise, Thrive: Global Health Innovation Across Borders OR
Driving UK-China Collaboration in Smart Transport
- 17:00** CEO Fireside Chat
- 17:30** CBBC Spring Reception

** Provisional agenda, subject to change*

SPONSORSHIP BENEFITS

- Engage with 200+ attendees at a central London HQ and event venue.
- Position your organisation as a leading China expert or service provider to a relevant and engaged audience. Generate new business leads through event profile and networking.
- Connect with key business figures, government speakers and other China influencers.
- Promote your company to CBBC's extensive network of over 13,000 contacts with China business needs via pre- and post-event marketing.
- Amplify your presence through CBBC's social media channels and e-mail campaigns, as well as third party media coverage.
- Get featured in CBBC's **FOCUS** content platform with 24,000 page views per month.



SPONSORSHIP PACKAGES

Sponsor categories available:

Category	Availability	Investment
Headline Sponsor	1 available	£20,000
Plenary Session Sponsor	2 available	£10,000
Panel Session Sponsor	4 available	£8,000
Lunch Sponsorship	1 available	£7,500
Drinks Reception	4 available	£5,000



HEADLINE SPONSOR

Position your business as the leading authority on China.

Benefits	Details
Speaking Opportunities, Influence & Positioning	<ul style="list-style-type: none">• Keynote presenter at panel discussions and Q&A (where appropriate).• Mention in CBBC Chair, Sir Sherard Cowper-Coles' opening speech.
Marketing and Branding	<ul style="list-style-type: none">• Branded as a Headline Sponsor on stage set, event invitations, agenda, holding slides and CBBC website.• Prominent sponsor area in the networking room for banner advertising.• Recognition in post-event write ups.
Digital and Social Media	<ul style="list-style-type: none">• Pre-event branding inclusion in online communications, including emailer promotion campaigns and channel partner communications.• Brand visibility in pre-event social media campaigns (including LinkedIn, X and WeChat).
Access	<ul style="list-style-type: none">• 10 tickets to the conference for staff and guests of your choice.
Investment	£20,000 plus VAT (one available)

PLENARY SESSION GOLD SPONSOR

Showcase your expertise as a specialist service provider supporting UK-China trade and investment.

Benefits	Details
Speaking Opportunities, Influence & Positioning	<ul style="list-style-type: none">• Mention in CBBC Chair, Sir Sherard Cowper-Coles' opening speech.• Named opening plenary session• Speaking slot on plenary panel
Marketing and Branding	<ul style="list-style-type: none">• Branded as a Gold Sponsor on stage set, event invitations, agenda, holding slides and CBBC website.• Visual branding in literature and on session stage.• Sponsor area in the networking room for banner advertising.• Recognition in post event write ups
Digital and Social Media	<ul style="list-style-type: none">• Pre-event branding inclusion in online communications, including emailer promotion campaigns and channel partner communications.• Brand visibility in pre-event social media campaigns (including LinkedIn, X and WeChat).
Access	<ul style="list-style-type: none">• Eight tickets to the conference for staff and guests of your choice.
Investment	£10,000 plus VAT (two available)

PANEL SESSION SPONSOR

Showcase your expertise as a specialist service provider supporting UK-China trade and investment.

Benefits	Details
Speaking Opportunities, Influence & Positioning	<ul style="list-style-type: none">• Opening remarks for specific panel session• Panel speaker for wider panel discussion
Marketing and Branding	<ul style="list-style-type: none">• Branded as a Panel Sponsor on stage set, event invitations, agenda, holding slides and CBBC website.• Visual branding in literature and on session stage.• Sponsor area in the networking room for banner advertising.• Recognition in post event write ups
Digital and Social Media	<ul style="list-style-type: none">• Pre-event branding inclusion in online communications, including emailer promotion campaigns and channel partner communications.• Brand visibility in pre-event social media campaigns (including LinkedIn, X and WeChat).
Access	<ul style="list-style-type: none">• Five tickets to the conference for staff and guests of your choice.
Investment	£8,000 plus VAT (four available)

LUNCH SPONSOR

Develop your network and raise awareness of your brand.

Benefits	Details
Speaking Opportunities, Influence & Positioning	<ul style="list-style-type: none">• An opportunity to make a short speech and raise a toast at the beginning of the drinks reception.• Introductions to key participating brands and speakers on the day.
Marketing and Branding	<ul style="list-style-type: none">• Branded as Lunch Sponsor on all marketing opportunities, including event invitations, agenda, programme, holding slides, and website.
Traditional & Social Media	<ul style="list-style-type: none">• Pre-event branding inclusion in online communications, including emailer promotion campaigns and channel partner communications.• Brand visibility in pre-event social media campaigns (including LinkedIn, X and WeChat).
Access	<ul style="list-style-type: none">• Three tickets to the conference for staff and guests of your choice.
Investment	£7,500 plus VAT (one available)

DRINKS RECEPTION SPONSOR

Develop your network and raise awareness of your brand.

Benefits	Details
Speaking Opportunities, Influence & Positioning	<ul style="list-style-type: none">• An opportunity to make a short speech and raise a toast at the beginning of the drinks reception.• Introductions to key participating brands and speakers on the day.
Marketing and Branding	<ul style="list-style-type: none">• Branded as a Drinks Reception Sponsor on all marketing opportunities, including event invitations, agenda, programme, holding slides, and website.• Advertising: 1/4 page advertisement in the event programme.
Traditional & Social Media	<ul style="list-style-type: none">• Online Communications Channels and Social: Be featured as part of our social media campaign in build up to the event, as well as added exposure through Media Partner.
Access	<ul style="list-style-type: none">• Two tickets to the reception plus one ticket to the main Forum.
Investment	£5,000 plus VAT (four available)

BRAND PLACEMENT

Pop-Up Stands at the event



Sponsor page on dedicated Microsite




Social media post on X



BRAND PLACEMENT

Social Media post on LinkedIn

 **China-Britain Business Council**
23,243 followers
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CBBC was delighted to welcome over 150 delegates at our UK-China Business Forum 2024 which took place on 20th March in London.


From investment in Green Energy to managing supply chains in challenging times - much was discussed at this timely flagship business conference hosted by CBBC, and attracting industry-leading expert speakers from [GSK](#), [ICBC Standard Bank Plc](#), [The Chartered Institute of Export & International Trade](#), [Diageo](#), and [WPP](#), amongst many others.

We were also honoured to be joined by Government representatives, [Bim Afolami MP](#), Economic Secretary to the Treasury and H.E. Ambassador, Zheng Zeguang, Chinese Ambassador to the United Kingdom.

Read more about the event here: <https://lnkd.in/eUwHwUYw>

Thank you to our Partners for making this event possible: [HSBC](#), [InvestHK London](#), [JLR](#), [Department for Business and Trade](#), [Deloitte](#) and [Standard Chartered](#).

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 **Over 150 Delegates Attend CBBC's UK-China Business Forum 2024 - Focus - China Britain Business Council**
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 **China-Britain Business Council**
英中贸易协会

UK-CHINA BUSINESS FORUM 2024

OPPORTUNITIES AND CHALLENGES IN A CHANGING WORLD

20th March 2024
London

The UK-China Business Forum 2024 was a wonderful opportunity for members of the UK-China business, education, and cultural communities to exchange knowledge and ideas and ready themselves for a productive year ahead.

The event was made possible with the support of CBBC's sponsors: HSBC, Invest HK, JLR, Standard Chartered, the UK Government Department for Business & Trade, and Deloitte.

Learn more about the UK-China Business Forum 2024, including the full agenda, list of speakers and speaker biographies [here](#).

ABOUT FOCUS

CHINA-BRITAIN BUSINESS FOCUS

FOCUS is the content arm of **The China-Britain Business Council (CBBC)**, the UK's national business network promoting trade and investment with China. [Read more here](#)

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BRAND PLACEMENT

Example of an Email Campaign



"The [UK-China Business Forum 2024](#) will be a timely opportunity to consider the current realities of the China market - both the challenges and the opportunities, including in key industries of the future. We hope that your business will join us for CBBC's flagship conference to hear from leading experts on emerging growth areas, and network with like-minded counterparts.

We would like to thank our [sponsors](#): HSBC, the Department for Business and Trade, Invest HK, JLR and Standard Chartered for their support for the conference and for the continued development of the critical UK-China business trade and investment relationship."

- Andrew Seaton, Chief Executive, China-Britain Business Council

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Spring Reception Sponsor



CONTACT INFORMATION

As a valued CBBC Member, we welcome your contribution to our flagship events, as speaker, sponsor, attendee or content partner.

If you are interested in participating in this event,
please email Claire.Urry@cbbc.org

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