



YORKSHIRE IN THE CITY

19th June 2008
The Guildhall
London

The Yorkshire Society is dedicated to raising the profile of Yorkshire as a centre of excellence in innovation, education, industry and culture.

Yorkshire Forward, the region's development agency is very much focused on raising awareness of the strengths of the region amongst key business decision makers, both in the UK and globally.

'Yorkshire in the City' will be the first of an annual international themed event held in London to establish greater links with companies in the City and with the objective of encouraging international business (trade and inward investment).

In a year where the governments of the UK and China have met and promised to increase bilateral trade and as part of the celebration of 55 years of sustainable trade between Yorkshire and China, the Society is hosting a seminar and dinner at the Guildhall in

London on Thursday June 19th 2008 supported by Yorkshire Forward to discuss business opportunities between the two countries.

At a news conference in China in January the British Prime Minister said that he wanted two-way trade with China's booming economy to increase by 50 percent in the next two years, and he wanted to see 100 new Chinese companies investing in the UK by 2010 - not just financial and business services and environmental technologies, but also a whole range of British brands that are now becoming very popular among the rising number of Chinese consumers.

Yorkshire has an opportunity to demonstrate that it has quality businesses, universities and innovative ideas to offer China, particularly in the sustainability and environmental sectors.

The Guildhall seminar and dinner are the first steps in building long term relationships between Yorkshire and Chinese businesses in order to develop mutual trade opportunities. Later in 2008, in the autumn, a major event will be held in Yorkshire to showcase its expertise to visiting Chinese delegations. The event will include on-site visits to businesses interested in demonstrating quality manufacturing, cities which have benefited from clean air and clean water initiatives, universities with research and development facilities and the Academy for Sustainable Communities in Leeds. Yorkshire Tourist Board will be involved in planning cultural visits.

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The hosts The Yorkshire Society under the Patronage of His Royal Highness The Duke of York

Supported by Yorkshire Forward

The event Networking lunch from 12.45, seminar programme from 2pm opened by The Rt Hon John Prescott MP, covering Sustainability and the Environment, Education & Innovation and opportunities for investment and trade between China, Yorkshire and the City. Speakers include government ministers, academics, the London Accord, members of British-Chinese trade associations and local government officers from both countries. Full details are available on the Yorkshire Society website: www.yorkshiresociety.org.uk. Seminar spaces are limited so book early to ensure your place.

Champagne reception for networking at 6.30pm followed by dinner at 7pm.

The dinner aims to be firmly established as one of the most significant annual events in the business calendar and to bring together over 300 international businesses, investors and professionals.

The speakers Senior Representative from the Embassy of the People's Republic of China and The Rt Hon Rosie Winterton, MP, Minister for Yorkshire and Minister for Transport. Keynote speech will be made by The Rt Hon John Prescott MP, former Deputy Prime Minister who will also present Yorkshire Society Lifetime Achievement Awards.

The guests The dinner will attract key business people, professionals and their guests from London and the regions, as well as specially invited international guests who are looking for opportunities in Yorkshire.

The tickets The cost of a table is £1,850 for 10 places, which includes seminar, champagne reception dinner and wine. Seminar places are limited and will be allocated on a first come basis.

www.yorkshiresociety.org.uk

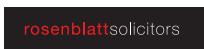


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