



Expressions of Interest: Publishing Virtual Trade Mission to China

The China Britain Business Council is calling for Expressions of Interest for a Virtual Trade Mission focused on the publishing industry.

The Virtual Trade Mission will make use of video conference systems, and allow UK publishers to virtually meet, discuss commercial opportunities, and build relationships with Chinese counterparts interested in sourcing content from the UK.

Using our network of 13 offices in China, the China Britain Business Council will work to source and identify Chinese publishing houses and IP development organisations that have the desire and capabilities to import UK publishing materials.

The virtual event will be spread out over two days, and will target the following sub-sectors:

- Day One: Children's Picture Story Books
- Day Two: Children's Literature

Details:

Timing: Mid-June

Cost: £500 + VAT per company to participate

Timings: 8am – 11am (BST)

Format:

- UK and Chinese Companies to submit a profile and 5 minute video (optional) introducing their catalogue/capabilities.
- CBBC will facilitate a videoconference meeting.
- A minimum of two meetings per UK publisher will be guaranteed.

Expressions of Interest:

If you are interested in participating in this virtual trade mission, please complete the form at the following link: <https://fs24.formsite.com/cbbc/v5ejjwx3im/index.html>

Please note that due to the significant investment required, we will only proceed to the next stage if a minimum number of UK publishers have expressed interest in participating. Deadlines for Expressions of Interest: **30th April 2020**

About CBBC:

The China-Britain Business Council helps British and Chinese businesses and organisations work together in China, the UK and third markets around the world.

<http://www.cbbc.org/>

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