

1. 2nd – 8th June
2. Trade Exhibition Company, China Trade Promotion Council, Ministry of Textile Industry
Ministry of Light Industry
4. guarantees presence of major Chinese buyers

B.

- 1 growing population leads to greater demand, rise in living standards, increased exports
1. increased production, reinvestment of profits// replacing old machinery
need for high-tech machines, growing demand for new, products leads to new specialist machinery
2. factories too small// not enough factories; new economic policies of Chinese Government that encourage the introduction of modern technology from abroad
3. 950 million; 1.23 billion; 1.5 billion

Handout C

1. 3rd – 9th April
2. Shanghai Exhibition Centre;
3. 5000
4. 135
5. 45000
6. 15000
7. 54 million
8. 80
9. 88

Handout D

1. 559, 25, the exhibitor
2. 5, 5, 2.75, 4900, 25, the organisers themselves

Handout E

2. arranging meetings and trade negotiations
3. sales promotion; send in product catalogues; 19th May
4. arranging group visits to local factories; fill in form
5. hiring interpreters; send in request; as soon as possible
6. organising technical seminars; make application and payment
12th May

Part II

Traditional base for textiles and garments

Biggest producer of textiles and garments

Previous proven success in exhibitions of this kind

Container port convenient/cheaper/ faster transportation

Beijing

June is better for money because buyers have more money to spend in June

The industry is growing in Beijing and the market potential could soon catch up with or overtake Shanghai

It is the capital and therefore the administrative and economic centre

Some China firms have their head offices in Beijing

Everyone knows Shanghai but Beijing is accessible

MC d, b, a, c