

# China – Jiangsu Computer Software Sector Information & Networking Event

With a Computer Software / Service Outsourcing Business  
Delegation from Jiangsu Province, China

**Friday 18<sup>th</sup> April 2008 9.30-13.30**

Hilton Hotel, London Stansted Airport,  
Round Coppice Road, Essex CM24 1SF

**Open to any UK company / organisation**  
**Price: FREE**

- Schedule up to three 1-1 meetings from a choice of 16 Jiangsu computer software / service outsourcing businesses and 5 development zones
- Hear about trade and investment opportunities in the China ICT sector
- Learn how to develop software outsourcing partnerships in China
- Hear how to take a technology-based approach to protecting your Intellectual Property
- Network with around 50 Jiangsu businesses and trade, investment and Software Park officials
- Plus: East of England International and the China-Britain Business Council will be present to provide information about their business support products and services

This event is being organised jointly by the Department of Foreign Trade and Economic Cooperation of the Jiangsu Provincial Government and Essex County Council, and is supported by East of England International, the China-Britain Business Council, the National Outsourcing Association, and the East of England Multimedia Alliance.

## Introduction

China's phenomenal growth is creating opportunities for trade and investment in a wide range of business sectors. After 30 years of rapid industrialisation China is now focusing its attention on developing its tertiary sector, more particularly its computer software, service outsourcing and creative industries.

Jiangsu Province is located on the east coast of China at the heart of the booming Yangtse River Delta area. It has a population of 74 million and is in the vanguard of China's economic and social development.

Overall, China's software industry in 2007 generated revenues of 580 billion yuan (US\$81 billion), up an impressive 20.8% from the year before. Jiangsu Province accounted for 14% of this total and in the past 5 years the software industry in Jiangsu has recorded an average year-on-year growth rate of 45%. The service outsourcing sector more generally is also an emerging sector in Jiangsu and China. In 2007 Jiangsu's exports of service outsourcing amounted to US\$260 million, up 117% from 2006.

This event will provide useful information regarding opportunities in these sectors and will be a highly effective way of making direct contact with businesses and trade & investment officials from Jiangsu Province, China. The event is made possible through the close collaboration between Essex County Council and the Jiangsu Provincial Government's Department of Foreign Trade and Economic Cooperation.

## Programme

- 09.30 Registration**
- 10.00 Chairman's opening remarks**  
Stephen Castle, Cabinet Member for Economic Development, Regeneration and the 2012 Games, Essex County Council
- 10.05 Introduction**  
Peter Manning, Essex County Council
- 10.10 Software and ICT export opportunities in China**  
Ralph Rogers, China Business Adviser, the China-Britain Business Council
- 10.25 Service outsourcing opportunities in Jiangsu Province**  
Mr Zhao Jin, Deputy Director-General, Jiangsu Department of Foreign Trade and Economic Cooperation
- 10.50 Software Sourcing and Partnerships in China – Key Issues**  
Richard Field, Development Director, East of England Multimedia Alliance
- 11.10 Protecting your Intellectual Property - A Technology-Based Approach**  
Val Thorn, CEO of AND Technology Ltd. and Chairman of the East of England Multimedia Alliance
- 11.30 1-1 Business Meetings (1 hour) followed by free networking**
- 13.30 Ends**

## Reserving a Place and Scheduling your 1-1 Meetings

The 1-1 business meetings will occur for 1 hour from 11.30 until 12.30. Each Jiangsu company/organisation will be available for 3 x 20 minute meetings with UK participants. The Jiangsu company/business park representatives speak English or will have their interpreter available. After this time there will be free networking for one hour until the event ends. Please study the Jiangsu attendee list below and select up to three preferred meetings, but please also have alternative meeting choices ready should your preferences not be available. Meetings will be scheduled strictly on a first-come-first-served basis.

### To reserve a place and to schedule your 1-1 meetings please telephone ASAP:

Sharon Collier, Events Manager, Essex County Council

Telephone: 01245 436569 Mobile: 07920 467159

Email: Sharon.Collier@essex.gov.uk

Or use the registration form below.

To discuss the event or to learn more about Essex's links with Jiangsu Province please contact:

**Peter Manning**, Essex County Council

01245 434302

peter.manning@essex.gov.uk

or

**Fan Zhigang**, China-Jiangsu Representative in the UK

01245 702466

fan.zhigang@exdra.co.uk

## Location

Hilton Hotel, London Stansted Airport, Round Coppice Road, Essex CM24 1SF

Tel: 01279 680800

### By Car (free car parking is available for delegates)

**From the M11 northbound**, exit at Junction 8a (signposted Stansted Airport). Take the slip road signposted long stay car park. At the roundabout, take the 1st exit signposted long stay car park and Hilton Hotel. At the 2nd roundabout, go straight across and the hotel is situated on the left-hand side.

**From the M11 southbound**, follow the signs to Stansted Airport and exit the motorway at junction 8. Exit the roundabout at the 1st exit (signposted Stansted Airport). At the 2nd roundabout, take the 2nd exit signposted Long Stay car park and Hilton Hotel. At the 3rd roundabout go straight across and the hotel is situated on the left hand side.

### From the M25

Exit the M25 at Junction 27 (signposted M11 Stansted Airport). From here, the journey to the Hilton London Stansted Airport hotel is 17 miles, which should take approximately 20 minutes.

### By Rail from Liverpool Street Station

From Liverpool Street Station (London Underground Central Line) the Stansted Express will arrive at London Stansted Airport. From there, a shuttle bus leaves for Hilton London Airport Stansted hotel from bays 4-7 of the airport coach park. Taxi desks are available in the airport Arrivals hall.

## Registration Form

If you prefer you can register by faxing this form to Essex County Council's events Team on:  
01245 430734

# China – Jiangsu Computer Software Sector Information & Networking Event

Title	
Name	
Position	
Organization	
Address	
Telephone (essential)	
Email (essential)	
1-1 Meetings	
1 <sup>st</sup> choice	
2 <sup>nd</sup> choice	
3 <sup>rd</sup> choice	
Please provide some reserve choices	

## Jiangsu Companies / Software Parks - Profiles and Cooperation Sought

### Full list (profiles follow below)

1. Jiangsu EABUY Industry Co., Ltd
2. Jiangsu ChuangYu Technology Co., Ltd
3. Suqian Runxing Software Co., Ltd
4. Suqian Wolpo Technology Development Co. Ltd
5. Suqian HPLC Science and Technology co., Ltd
6. ArcherMind Technology (Nanjing) Co., Ltd
7. Nanjing XinWang Telecom Tech Co., Ltd
8. PACIA Technology & Science co., LTD
9. Nanjing SinoSoft Technology Co., Ltd
10. Design & Digital Technology Services Inc
11. Nantong Seewan Software Tech Co., Ltd
12. Nantong Fancy Co., Ltd
13. Nantong Sunshine Graphite Equipment Technology Co., Ltd
14. The Li & Fung Group
15. Wuxi Winhope Technology Co., Ltd
16. Pinesoft IT-Consulting Ltd

### Development / Software Zones

17. Nanjing Software Park
18. Wuxi Software Park
19. Changshu International Outsourcing Model Zone
20. Suzhou Wuzhong Economic Development Zone
21. Suzhou National New & Hi-tech Industrial Development Zone (SND)

## Profiles, Cooperation Sought and Web Addresses

### 1. Jiangsu Eabuy Industry Co., Ltd

The company mainly concentrates on investing and developing for the Urban Public Conduit Networks for weak-current (UPCNW) and Geographic Information systems (GIS). The company is also engaged in researching and developing bases for the software relating to information technology and network safety. [www.eabuy.com.cn](http://www.eabuy.com.cn)

**Products & Services :** Outsourcing service facilities of Software park incubator, Data centre (DC), Call centre, Software Industries Park, Animation industries park, Culture & Originality industries park, Geographic Information system (GIS) industries park, etc.

**Cooperation Intentions :** 1. Look for investing & developing cooperation of industries bases for the Software, Animation, Culture & Originality, Geographic Information system (GIS), etc. 2. Look for investing & building & developing cooperation of system facilities bases for the Data centre (DC), Call centre, etc.

### **2. JiangSu ChuangYu Technology Co., Ltd**

Is a leading hi-tech company engaged in researching, producing and promoting hi-tech products. Mainstays of our work team are composed of over 20 qualified experts. The R&D projects and technical forces cover various major IT fields, including system integrating softwares of animation, teaching, game and communication, etc. [www.richcom.org](http://www.richcom.org)

**Products & Services :** ITO/BPO, animation and hi-tech industry service outsourcing

**Cooperation Intentions :** 1, seeking software outsourcing cooperation. 2, seeking ITO/BPO cooperation

### **3. Suqian Runxing Software Co., Ltd**

Is a high-tech enterprise specializing in research and development of computer administration information systems. We provide services with total commitment to the customer from every aspect of administration, consultation, software development, equipment purchase, system integration and technology. [www.runxingsoft.com](http://www.runxingsoft.com)

**Products & Services:** Management systems for commercial and trade, instant messenger, management systems for stocking-selling-storing and financial management, dress market, real estate sales, sauna and entertainment, etc.

**Cooperation Intentions :** seeking cooperation with enterprises which engage software product export, introduce advanced technology and software project outsourcing.

### **4. Suqian Wolpo Technology Development Co., Ltd**

Is the sole operator and partner in Suqian city for the sina network. We have designed CRM (Client Relationship Management) software for 30 clients in 10 cities and 5 provinces. In addition, we can provide online selling service for overseas enterprises. [www.wolpo.com.cn](http://www.wolpo.com.cn)

**Products & Services:** Web construction, brief message, enterprise image design, online agency for selling products, wide-used ID system.

**Cooperation Intentions:** development of CRM、OA、MIS

### **5. Suqian HPLC Science and Technology Co., Ltd**

Supplies virtual reality technique, network video conference system, handwriting judicial identification system. The main technology and development platform applied in Corp. J2EE, .Net, C++Information system construction ,workflow, Information System, Vedio Process, Image Processing, video processing, etc. [www.hplc-soft.com](http://www.hplc-soft.com) ,

**Products & Services :** 1. Software Development, 2. Software Testing, 3. Software/Product Localization 4. E-business Consultation,

**Cooperation Intentions :** 1, Contracting and subcontracting, 2, Outsourcing : The client takes charge of the whole project, HPLC soft dispatches qualified engineers.

## 6. ArcherMind Technology (Nanjing) Co., Ltd

Provides high-standard software outsourcing service for European and American customers, which covers embedded software, mobile software and Linux domain. [www.archermind.com](http://www.archermind.com)

**Product & Services:** Mobile Software Development, Server Side Development; Software Quality Assurance; IT Design and Management; Software Internationalization and Localization; Product Technical Support

**Cooperation Intentions:** making acquaintance with customers

## 7. Nanjing Xinwang Telecomtech Co., Ltd

Provides telecommunication technology, information technology, computer-hardware and software and system integration. [www.xwtech.com](http://www.xwtech.com)

**Products & Services:** Telecommunication technology, Information technology, Computer hardware and software, System integration

**Cooperation Intentions:** looking for outsourcing partners in the Telecom Sector.

## 8. PACIA Technology & Science co., Ltd

Is a professional software company engaging in GIS Software Development of petroleum and chemical enterprises, telecommunications operators and management system development of large-sized firms. [www.pacia.cn](http://www.pacia.cn)

**Products & Services:** Pacia Petrochemical Public Engineering Geographical Information System; Pacia Telecom Network Resources GIS Management System; Pacia Telecom Voice Business Supporting System; Pacia Planning and Management System of City and Areas.

**Cooperation Intentions:** looking for outsourcing partners in the above areas.

## 9. Nanjing SinoSoft Technology Co., Ltd

A UK listed software company providing outsourcing services including ITO and BPO based on CMMI-3 and eSCM-SP. for logistics, manufacturing, transportation, taxation Administration, police, banking & finance, insurance, telecommunications. [www.sinosoft-technology.com](http://www.sinosoft-technology.com)

**Products & Services:** ITO services, ADM (Application Development & Maintenance), Software Development, Quality Assurance and Testing, Localization and Translation, BPO services

**Cooperation Intentions:** looking for partners in outsourcing business

## 10. Design & Digital Technology Services Inc

Provides flexible and diversified integrated services of engineering technology focusing on CAD service and GIS service, 3D plant design service, power tower design service, IT information technology service, engineering application system development and maintenance, design process outsourcing service, and relevant technology training and consultation services. [www.dts.com.cn](http://www.dts.com.cn)

**Products & Services:** optimized and flexible integrated solutions to realize the best return ratio on technology investment, design and management for non-hardcore business, include smart plant design, engineering software development, CAD, GIS, machine design, electric tower design

**Cooperation Intentions:** Looking for outsourcing partners in the above areas.

## 11. Nantong Seewan Software Tech. Co., Ltd

Provides IT consulting services, Software development services, and Outsourcing services. <http://www.seewan.com>

**Products & Services:** K/3 ERP system, It's based on the K/3 BOS platform, the K/3 ERP provides you considerable flexibility in configuring modules, functions, documents, processes, reports, languages, application scenarios and integrated applications with the K/3 BOS tool. ERP software Development and services, call center service

**Cooperation Intentions:** Establish strategic partners to expand our operation

#### 12. Nantong Fancy Software Co., Ltd

Developing software that focuses on the garment trade's business and production management information systems. [fancy.fanyu@sohu.com](mailto:fancy.fanyu@sohu.com)

**Products & Services:** ERP for the garment trade's business and production needs.

**Cooperation intentions:** Selling our computer software to overseas markets

#### 13. Nantong Sunshine Graphite Equipment Technology Co., Ltd

Is a hi-tech enterprise encompassing graphite material production, chemical equipment design and production, chemical technique design and technological development. Products as graphite heat exchangers and absorbers, columns for export purpose are manufactured according to AD2000 and ASME. [www.ntcarbon.com](http://www.ntcarbon.com)

**Products & Services:** for waste sulphuric acid enrichment technique design, graphite equipment design and graphite equipment production, and environmental protection technology development.

**Cooperation Intentions:** looking for outsourcing partners in chemical waste solutions.

#### 14. The Li & Fung Group

Li & Fung is the world's largest consumer non-durable trading company, providing high-value added sourcing, export trading, wholesale and distribution services for worldwide customers. The retail businesses of the group include Circle K Convenience Stores, Toys 'R' Us and Branded Lifestyle. turnover exceeded US\$8 billion in 2006. The group has a global network of 70 offices in some 40 countries and regions and employs over 25,000 people worldwide.

#### 15. Wuxi Winhope Technology Co., Ltd

Provides software products and IT service to its domestic and international clients, ranging from manufacture, telecoms, and banking to public sectors and government departments. Winhope is currently providing the service of ITO and the service of Business Process Management Consulting as well as BPO, IT Planning, ERP Implementation, MES Application Development and implementation. [www.winhope.com.cn](http://www.winhope.com.cn)

**Products & Services:** 1, business process management consulting, 2, ERP (Oracle, SAP) implementation, 3, MES Platform, 4, MES application development and implementation, 5, Software Design and Programming, 6 Call Center for Bank, Insurance and Security, 7, Shared Accounting Factory

**Cooperation Intentions:** 1, Looking for cooperation in BPO, in software design and programming and in MES and ERP implementation.

#### 16. Pinesoft IT-Consulting Limited

Is a professional software company providing custom application software development and system solution for international outsourcing companies, specializes in software development covering healthcare information management system, client relation management system, online financial analysis system. [www.pine-soft.co.uk](http://www.pine-soft.co.uk)

**Products & Services:** Gripping mainstream of IT technologies as multiple language coding (C/C++ (Visual C++), Cobol, Java, VisualBasic, Delphi), abundant database design (Oracle DB, PL/SQL, SQL Server, DB2, Sybase, MySql) and cross platform development (Solaris, HP-Uinx, IBM-Aix, Linux, Win2k/NT/XP), Pinesoft offers complete information architecture, design, application integration, e-strategies, development, training and deployment solutions.

**Cooperation Intentions:** 1. Look for software companies willing to outsource programming to compensate skill shortage, accelerate developing pace, improve cost-efficiency and etc.

2. Look for business consultant companies wishing to have IT technical supports to buy skills as need, expand market potential and etc.

### 17. Nanjing Software Park

Is the software industry base of National Torch Program, has more than 315 companies and more than 20000 staff members working in the park. Large clients engaging outsourcing include: Microsoft, Sumsung Fujitsu(CMMI5 certification), Nari Group (Pilot Enterprises of COSEP), Lucent, Sinosoft Technology plc, etc. Satyam Computer Services has established its largest service outsourcing delivering center of China in the park with 2500 employees scale. [www.njswp.com](http://www.njswp.com)

**Products & Services:** excellent infrastructure, preferential treatment and efficient government service.

**Cooperation Intentions:** Looking for companies to cooperate in opening up China's market, and making the best use of its abundant human resources.

### 18. Wuxi Software Park

Is a national level software park for service outsourcing, IC design, Animation and cartoons. There are now over 400 software and outsourcing companies and over 60 IC design houses gathering in the park, with 258 software products certified and 10 companies with CMMI certification. The total software sales revenue of Park in 2007 is up to 10.5 billion RMB with service outsourcing revenue excess of 295 million USD. [www.wnd.gov.cn](http://www.wnd.gov.cn)

**Products & Services:** excellent infrastructures, open and efficient government services, facilitation of company establishment, preferential policies

**Cooperation intentions:** looking for companies planning to go to China.

### 19. Jiangsu Changshu International Outsourcing Model Zone

Is a provincial level service outsourcing zone. Over 400 foreign multinational companies have set up their manufacturing bases here, engaged in the industries as auto spare parts, cprecision machinery, electronics, etc. [www.china-csdz.com](http://www.china-csdz.com)

**Products & Services:** R&D Center for auto spare parts, design and research of hi-grade textile material, software export, logistics service, Subsidization and preferential treatment will be given to those enterprises and talents engaged in outsourcing services.

**Cooperation Intentions:** Looking for Software outsourcing cooperation, technology cooperation, establishing cooperation with partners

### 20. Suzhou Wuzhong Economic Development Zone (SWEDZ)

Is 100km far away from Shanghai, hosting some 2,100 business firms, including more than 470 foreign invested ones from 18 countries and regions, covering mechanic processing, electronics & IT industry, new construction materials, fine chemicals, bio-pharmacy, garment-making, etc.

<http://www.swedz.gov.cn>

**Products & Services:** Excellent preferential policy and other efficient services.

**Cooperation Intentions:** Cordially welcomes investors home and abroad to make investment and start new business here.

### 21. Suzhou National New & Hi-tech Industrial Development Zone (SND)

Is a national-level development zone By the end of 2007, 1,500 foreign companies have been located in SND, over 70 of which are established by 54 *Fortune 500*, with total investment mounted to US D 22 billion. [www.snd.gov.cn/EN/index.jsp](http://www.snd.gov.cn/EN/index.jsp)

**Products & Services:** SND plans to set up a new downtown blending modernization and tradition, mainly developing advanced manufacture, outsourcing, R&D, leisure and residence facilities.

**Cooperation Intentions:** Welcome IT companies to set up in SND.