

The General Administration of
Press and Publication of P.R.C.
and

UK Trade & Investment
Cordially invite you to

SINO-UK PUBLISHING & MEDIA INDUSTRY INVESTMENT FORUM

April 15th, 2012

2:30pm - 6:00pm

Queen Elizabeth II Conference Centre
London



GAPP

R.S.V.P.

Please kindly fill in the form on page III of this invitation and return it to

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SINO-UK PUBLISHING & MEDIA INDUSTRY INVESTMENT FORUM

as key China Market Focus event at the 2012 London Book Fair

With the forum themed at promoting mutual investment and cooperation between China and the UK in publishing, media and the innovative industry, we are offering

- A chance to link with over 300 guests, including high-level government officials from China and the UK, renowned economists, publishing and media industry leaders and professionals from financial and investment institutions;
- Keynote speeches from policy makers and economists, insightful and inspiring presentations from those at the top of the industry, panel discussion for what you care the most, and
- Networking buffet that allows possible match-making according to your profession and intentions.

Co-Sponsors



中国青年出版社
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Co-organizers

THE PUBLISHERS
ASSOCIATION



Sino-UK Publishing and Media Industry Investment Forum, April 15 2012

London, United Kingdom



Liu Yandong is a Senior Chinese official currently serving on the Politburo. She also holds the post of State Councillor. Ms Liu is the highest-ranked female politician in the Party, and the only woman with a seat on the Politburo.



NSBO's CEO, **Richard Abrahams** enjoying the event, as part of the London Book Fair 2012.



NSBO is an institutional investment banking firm specialising in cross-border corporate finance activities and investment research. We provide expert advice in Mergers and Acquisitions, Private Equity and other financial and commercial activities in China and around the world.

'What we do is very specialised, but where there is a client fit, we find we can be exceptionally effective in adding significant value. The expertise of our analyst and execution teams, both in London and Beijing, enable us to help our clients in ways that other organizations simply cannot.'

NSBO's wholly-owned research subsidiary in Beijing brings clients a better understanding of China's macro economic and industrial policies and their impact on global markets, while its China Policy Research provides clients with a unique research offering designed to help investment managers successfully navigate the increasingly complex global investment landscape.

'Our ethos as a firm is entrepreneurial, creative, and commercially-minded. We welcome the opportunity to help our clients be more successful—whether through enhanced business networking between companies and investors, helping clients get up the learning curve in arranging cross-border deals, or simply through better trading execution.'

NSBO is FSA regulated and is a member of the London Stock Exchange.

北方蓝橡是一家专注公司跨境企业金融服务和投资研究的投资银行，我们为中国及世界各地的并购、私募股权投资和其它金融商业活动提供专业建议。

“我们的业务非常专业化，但客户所需之处，我们都能显著增加价值。我们在伦敦和北京的交易执行和分析师团队拥有专业知识，能以其它机构所不能的方式来帮助客户。”

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“我们秉承开拓性、创造性和商业意识的企业精神，期待着能有机会帮助客户取得更大成功，无论是协助增强企业与投资者之间的商业交往，帮助客户提高跨境交易的知识能力，或者仅仅是简单的交易执行。”

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