

SPONSORED COLUMN

Good and bad news for business in new immigration law changes

Despite a promise to simplify the rules, new immigration changes commencing in April promise to actually make the position more complex than before.

International Students who are particularly entrepreneurial will be allowed to stay in the UK by switching into the Tier 1 (Graduate Entrepreneur) category. This category allows them to remain in the UK to undertake business. Those that take up this form of visa will need to have funding of £50,000 rather than the normal £200,000 required to obtain the 'normal' route into Tier 1 (Entrepreneur) Migrant visa category. Only one thousand people per year will be allowed to apply under this category.

People who currently are in the UK as Post Study Work Migrants will also be able to access the route into the above category for the lower 50,000 figure provided they are registered either as self-employed or as a director. This however, has to be balanced with the fact that the Post Study Work category is now closed for new applicants.

There is also a new visitor route which for select and prescribed types of temporary visitors to receive payment in the UK for work done here. This marks the first time that this has been allowed.

There are contradictory messages in the new rules, despite promises to attract the global rich, their domestic workers will not be allowed to qualify for settlement. It was the case that these workers could become settled if they made the UK their main home for 5 years. The new rules however, only allow domestic workers to travel to the UK for 6 months at a time.

Another significant change is to the sponsored work route are that sponsored workers must earn a minimum annual salary of £35,000 as a in order to remain permanently in the UK, and that they have 6 years in order to get to this salary.

Westkin specialise in all aspects of immigration law. Please contact Amir Zaidi for more details and comments.

Westkin Associates
E : info@westkin.com
T : +44 (0) 207 569 3040
www.westkin.com



westkinassociates
immigration law specialists



YINTONG TALKS WITH...

Amy Webster, international key account manager, London Book Fair



WITH the London Book Fair approaching (April 16th – 18th) I caught up with Amy Webster, responsible for organising the 'Market Focus' programme at the fair which this year features China. Over 150 Chinese publishing houses have been attracted to London – the Chinese Pavilion is a 2000m² exhibition area – and with 300 supporting events this is the largest Market Focus the London Book Fair has ever seen.

Amy has developed a special interest in China, having made eight visits to the country and worked on a daily basis with Chinese counterparts and various government organisations during the last three years.

"Before I joined this project, I thought of China as remote and different. But now, my fondness towards China and the Chinese people grows every time I visit the country. I have found the way that guests are treated particularly heart-warming, and I am constantly impressed by the levels of intelligence, the work ethic and the keenness to learn."

Some people say that working with China is particularly challenging. Did Amy agree. "From my experience of working with a number of different countries, the critical realisation that I have gained is that there are no wrong or right answers in a business and international collaboration context. We have to recognise that each party has its own expectations and way of doing things. There is no point getting frustrated. The secret is to build relationships with people no matter which part of the world they come from." She adds; "Rome was not built in a day. We should make time for and cultivate relationships".

In-depth visits

The Market Focus team and their strategic partners the British Council and the Publishers Association, make frequent and in-depth visits to China, sometimes with delegations of British publishers and

"The Chinese publishing industry has attached unprecedented importance to this year's London Book Fair."

authors, to gain an understanding of the Chinese publishing industry and the people who work within it. They also set up a focus group of publishing professionals in the UK who have had experience of China, to ensure that the programmes accommodate both the Chinese publishers' requirements, as well as the business needs of British publishers.

Olympic handover

Amy points out; "The Chinese publishing industry has attached unprecedented importance to this year's London Book Fair." This Market Focus initiative is currently in its ninth year. The decision to make China the Market Focus for 2012 was taken in 2008 to highlight the handover of the Olympics from Beijing to London. But this was not the only factor. The decision also reflects the transition of the country over recent years to become one of the leading forces in global publishing, now catering for a population of over 1.3 billion with over 97 per cent literacy. The Chinese book market is the largest in the world by volume, and the second largest in terms of purchasing power. In fact, China is now one of the elite trio of countries for creative output, alongside the USA and UK.

It is no secret that the Chinese publishing industry has not traditionally been commercially orientated but has been funded by the government. However, since 2003 the industry has been undergoing a major process of re-organisation and financial restructuring. Chinese publishing houses have become increasingly market-focused, evolving from state-owned organisations to commercial entities, competing not only with each other, but also internationally. "Go out and open doors" is very much the motto of the day and China's ambition is apparent. Their delegation will stage four high-level forums with ministerial speakers from China and the UK, and a cultural programme featuring the best of contemporary Chinese authors including international personalities such as Lang Lang, the popular pianist and the film director Zhang Yimou.

Success stories

Amy has witnessed many success stories of British publishing companies in China and gave me the background. "Many major Western publishing houses such as

Penguin or Macmillan have now set up permanent bases in, or joint-ventures with, China and they are deeply involved in the marketplace and have achieved great success. Nothing is better than face-to-face communications when it comes to expanding in a foreign marketplace. Chinese and UK companies should devote time and energy to establishing their businesses in each other's markets, making contacts and building relationships for mutual benefit."

It is undoubtedly good timing that China is the guest of honour at this year's London Book Fair. I am sure this event will further consolidate the Anglo-Chinese partnership in publishing and we will almost certainly see more of China at flagship British events as its strength in international business continues to grow. I, for one, will be looking forward to reading all about it!

Yintong Betser is a China business specialist and the author of Active Business Travel – China www.activeukchina.com

If you have a story to tell about your China-related business, please contact her at yintong@activeukchina.com

Chinese Business Association of the London Chamber of Commerce

The purpose of the CBA is to:

- Provide a voice for the Chinese business community in London and represent their views to the media, and local and central government
- Provide Chinese-origin businesses with introductions to LCCI members and other companies and give them access to opportunities to enhance their commercial skills and business competitiveness
- Give new Chinese investors in London an understanding of the London business set up and help integrate them into the business community.

The CBA has four Founding Partners



For further information about the CBA contact Michelle Shi at LCCI@mshi@londonchamber.co.uk

For business introductions click on **Events and Networking** at www.londonchamber.co.uk

London Business Matters

The Official Publication of London Chamber of Commerce and Industry



London Mayor 2012
The race for City Hall
pages 4-7



The transformation of King's Cross
page 12

↑ Underground
→ Lift to Dining & seating
↑ Taxis
← East Coast First class lounge
Via escalator Dining & seating →