

# 'Global factory' can help firms forge China links

THE Sheffield China Business Network held a successful event to introduce the concept of a 'global factory', which showed how local businesses in all sectors can benefit through the developing links with China.

The event, China - The Global Factory?, took place on Wednesday 25th November at the University of Sheffield, in association with the Confucius Institute and the White Rose East Asia Centre.

Keynote speaker at the event was leading expert on business in China, Professor Peter Buckley, from Leeds University Business School. He introduced the idea of the 'Global Factory', developed after studying the Pearl River Delta in Southern China adjacent to Hong Kong, China's fastest growing area over the last 20 years.

He also outlined how local companies in all sectors can benefit from these global changes, and how they might influence company operations in China.

## Six of the best from Halliwells

THE SHEFFIELD office of law firm Halliwells is celebrating a series of accolades in the Chambers UK 2010 guide while nationally, the firm secured a record six top rankings.

The personal injury practice in Sheffield, headed by managing partner Suzanne Livesidge, is ranked highly and described as "one to watch, as it takes on an enviable number of good cases, encompassing EL/PL, motor accident and industrial disease work, and is well thought of across the board."

Suzanne was noted as having "taken the practice from something small into what it is today, which is highly impressive."

The firm's Construction team, headed by David Fearon, also secured an impressive ranking. The guide noted how the department "continues to grow in profile... and maintains a strong involvement in the Yorkshire market, acting for clients such as AMCO Engineering, James Gibbons, Sheffield College and the Dioceses of Hallam and Sheffield."

Having previously worked as a quantity surveyor, project manager and cost control manager, David is praised for having "a uniquely full understanding of the industry which proves popular with clients."

Neil Thompson, who heads the firm's corporate practice in Sheffield was described by clients as "a pragmatic, excellent negotiator who knows how to look after our interests."

The guide also praises Halliwells' clinical negligence expertise, with a client base which includes the Medical Defence Union, General Healthcare Group and BMI Healthcare. Clients noted that head of the department Andrew Peel, who is medically qualified, "is an attentive lawyer who is superior in the healthcare field thanks to his outstanding knowledge and understanding of his clients' needs."

Steven Fennell is mentioned for his "extensive expertise" in corporate restructuring and insolvency, while new addition Rod Hunt "brings with him a wealth of experience in contentious environmental matters."

Nationally, the guide ranks Halliwells in the top tier for six separate areas - Debt Recovery, Dispute Resolution, Family/Matrimonial, Intellectual Property, Partnership and Personal Injury. Mainly Defendant.

Professor Buckley said: "China's continued economic growth is unprecedented, and the country is rapidly becoming a factory to manufacture products from companies across the rest of the world. This presents many opportunities for business, and it is important Sheffield companies are able to make the most of these opportunities."

The event was chaired by Professor Keith Burnett, Vice-Chancellor of the University of Sheffield. The Master Cutler, James Newman, also provided a perspective from Sheffield manufacturing industry.

Mr Newman said: "Sheffield is world renowned for the quality of manufacturing industry. The low value of the Pound does provide many opportunities to export these quality products to many countries, including China. However, China and other emerging industrial nations with lower material and manufacturing costs as well as direct government support, are also potential competitors to manufacturers in the region."

The Sheffield China Business Network is led by Creativesheffield and partners across the city, and exists to help Sheffield companies overcome barriers to trade with China.

Professor Keith Burnett, Vice-Chancellor at the University of Sheffield, said: "The University of Sheffield is delighted to hold this event and to showcase the University's world leading expertise on China found within the Confucius Institute and the White Rose East Asia Centre. To succeed in the Chinese market, Sheffield companies need to understand local cultural context and this is where the University of Sheffield can help."

Andy Cantrell, Chair of the Sheffield China Business Network and Senior International Business Manager at HSBC, said: "China's economy is growing rapidly at around 6% per year offering huge potential for Sheffield businesses and in my role at HSBC I'm seeing many local businesses taking advantage of these opportunities. A

recent HSBC Going International report demonstrated that 62 per cent of companies trading internationally believe UK businesses are well placed to take advantage of the current climate. However, despite China's growth many Sheffield manufacturers are rightly concerned about engaging in the Chinese market due to concerns about a vastly different business culture and the protection of intellectual property. The role of the Sheffield China Business Network is to help local companies address these concerns."

Daniel Klenn, Head of International Relations and Trade at Creativesheffield commented that: "China is a major player in the global economy and it is vital that Sheffield businesses understand the best ways to trade with China. By 2050, China is predicted to be the world's largest economy and purpose of this event was to help Sheffield businesses get that competitive edge in China."



Anna Green is in Mexico as part of a human rights mission

## Anna's Mexican mission

A NEWLY qualified solicitor at Sheffield's Taylor&Emmet LLP has flown to Mexico with a group of high profile British lawyers to investigate human rights abuses.

Clinical negligence specialist Anna Green travelled Mexico this week as part of a voluntary mission focusing on the plight of people living there.

Peace Brigades International has been asked to facilitate a visit to the Tlachinolán Human Rights Centre in the Guerrero region of Mexico, which was forced to close after threats to staff and their families reached dangerous levels. It is hoped that by focusing the international spotlight on the area, the centre can resume its work with local people, including cases due before the Inter-American Court of Human Rights.

Anna was invited to accompany the mission.

Anna said: "Human rights is an area of the law that I am interested in and I am sure this mission will give me and my fellow delegates a much greater understanding of the situation in Mexico. I hope that through our intervention, the people who work at the Tlachinolán centre will be able to make progress in the area, knowing that they have the backing of the international community."

The UK's participation in the Mexico mission has been organised by the Bar

Human Rights Committee of England and Wales and will comprise 10 delegates from the legal profession, who are celebrated in their field of expertise. On their return to England, the group will be presenting a report in parliament in a bid to secure further government and European Union involvement in the situation.

Anthony Long, Taylor&Emmet's chief executive added: "Although human rights is not an area of the law we specialise in, we encourage and support all of our young lawyers in pursuits that will broaden their minds and enhance their professional abilities. Anna clearly made an excellent impression on the Law Society and we are very pleased that she has been offered this unique opportunity to participate in a mission that will provide her with invaluable life experience."

### FINANCE



By PHIL MEEKIN  
Wilson Field

### Turning adversity into success

ALTHOUGH you may be starting to count down the weeks to Christmas, in the business world it is the season when awards are presented.

Some qualities are invariably evident amongst those who win awards – particularly those who achieve success time and time again.

It's not just a matter of being naturally gifted – unable to put a foot wrong – making no or little effort to attain such accolades.

No, what runs through such achievers – like the letters in a stick of Backpool rock – are tenacity and doggedness. That single-mindedness and resolve to bounce back when you are knocked down.

You don't have to look too far back in history to identify some hugely successful entrepreneurs who bounced back.

Motor man Henry Ford went bust twice - before creating the Model-T. Henry Heinz's first company failed - before he got into tomato ketchup.

Walt Disney was also financially disastrous before dreaming up Mickey Mouse.

I do not mention these men because they went bust - but because they turned adversity into success.

If you are running a business and like many are going through hard times, with crushing financial pressures and feeling isolated by worry, it may be some small consolation to know that you are not alone.

These troubles are commonplace in business, and can be overcome. There are few entrepreneurs who haven't at some time departed of ever turning things around.

There are many ways to help save a struggling business - trimming overheads, diversifying, cutting out weak elements, focusing on profitable areas. It may be necessary to restructure.

Frequently it's a combination all these factors that does the trick.

So, although you may feel that your company is beyond salvation (just like Henry Ford did, and the rest) there are often ways of rescuing your business.

But it is essential that you take advice without delay.

At Wilson Field we have experienced, friendly, insolvency experts to help you deal with creditors, the landlord, the bank and HM Revenue & Customs, and to talk you through the options available. Our initial advice is available free of charge.

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