

**You are invited to an event with**

**Mr Jin Xu, Minister Counsellor of the Economic and  
Commercial Office of the Chinese Embassy in the UK**

***Challenges and Opportunities:***

***Chinese Language in Sino-UK Business Cooperation***

**Tuesday 1<sup>st</sup> March, 6pm, Clement House, CLM.3.01**



After studying in Beijing, Dublin and at Harvard, and serving at the Chinese Embassy in Ankara, Mr. Jin Xu has since gone on to represent the Chinese Ministry of Commerce (MOFCOM). From 1991 to 1992, he was Section Chief at the European Union Division of the Department of European Affairs of MOFCOM. From 2002 to 2009, Xu served as Deputy Director General of the Department of American and Oceania Trade Affairs. Prior to this role, Xu was Commercial Counselor at the Chinese Consulate in San Francisco. Before taking up his current post in London, Mr Jin Xu was the President of the Academy for International Business Officials (AIBO), an institution which trains future business leaders. Xu can provide a unique insight into trans-pacific and global economic partnerships.

In October 2015, during President Xi Jinping's state visit, David Cameron claimed that China will bring £30bn in deals and investment to the UK in the coming years. In this talk, Xu and distinguished CEOs will give an overview of this investment and discuss how it will affect UK-China relations during the next decade. Economic investment will inevitably lead to increased cultural and linguistic exchange. Xu will discuss how strengthening economic ties will affect universities and education in both the UK and China. At the end of the talk, Mr Jin will be showcasing his unique calligraphy skills. Go to <http://goo.gl/forms/dcEWqsABNM> to secure your place and to submit a specific question for Mr. Jin. If you require further details, please contact Michael Tavares at [m.tavares@lse.ac.uk](mailto:m.tavares@lse.ac.uk).



*A sample of Mr Jin's  
calligraphy:*

*'The most profound  
takes the simplest  
form'.*