



CHINESE CHAMBER of  
COMMERCE IN BRITAIN  
英国中国总商会



中国 伦敦 毕尔巴鄂

china london bilbao

BISCAY CULTURE CONNECTION 比斯开文化连接

## BILBAO SHOWS ITS CHINESE SIDE IN LONDON



**CBBA Director Mr Yuan met Director general of Bilbao Mr Zuzendari Nagusia**



**Presentation of Cai Guoqiang Exhibition in Guggenheim Museum Bilbao**

March 16<sup>th</sup> (CCCB, London): Representatives from the Regional Government of Biscay in the Basque Country came to London to showcase the wide range of attractions available to tourist in Bilbao and Biscay. China UK Business Association (CCCB), the Regional Government of Bizkaia, ORBISO GLOBAL and Publicasity jointly organised this exclusive event to celebrate the exhibition by Chinese modern artist Cai Guoqiang (蔡国强) taking place at the Guggenheim Museum in Bilbao at The Berkeley Hotel in Knightsbridge. More than tow hundred business people were invited to taste different Basque cuisine samples prepared by six well known Biscay chefs, some of them with Michelin Stars.

Cai Guoqiang is known for his use of gunpowder to create large-scale "gunpowder drawings" - made by igniting explosives on paper - and for spectacular outdoor "explosion events" using pyrotechnic displays to convey conceptual themes. Lately he has been acclaimed for his work as a core member of the creative team for the opening and closing ceremonies of the 2008 Beijing Summer Olympics.

Bilbao is world famous thanks to the Guggenheim Museum, but its appeal goes far beyond this iconic building. Built along a river, Bilbao is a mix of architectural and cultural marvels such as the Santiago Calatravas bridge, the Bilbao Underground designed by Sir Norman Foster, the Arata Isozakis housing project and the Zorrozaurre peninsula which is currently being renovated by the Anglo-Iraqi architect Zaha Hadid.

Outside of Bilbao the Biscay territory offers a diverse historical and cultural heritage to satisfy the interests of every visitor. A land of contrasts, Biscay includes nature reserves and industrial areas, proud stately boroughs and modern new towns.



Basque and Biscay cuisine is internationally renowned thanks to its reliance on only the best of ingredients and its innovating author cuisine. The Basques have always known how to make the most of the products offered by the earth and the sea and the 'stars' of this cuisine are fish from the Basque coast and from the far-off fishing-grounds as well as T-bone steaks, barbecued, with a crisp coating on either side and red and juicy on the inside. Vegetables are also particularly delicious with tempting stews made from a range of greens.

### **Tasting of the best Basque and Biscay Cuisine and enjoying the Bilbao and its region Culture**







## About China UK Business Association 关于英国中国总商会

China UK Business Association (CCCB) is a non-profit organization, to function as Chinese Chamber of Commerce in Britain. We aim to facilitate business, investments, and mutual understanding between China and United Kingdom, to build an innovative and effective partnership between China and United Kingdom on sustainable development.

Membership at CCCB brings together individuals, companies and organizations who share a deep interest in doing business between China and the Great Britain. We engage with a diverse range of backgrounds and professions including businesses, academics, diplomats, the media, NGOs, politicians, policy-makers, on core issues and promote the exchange of best practice between China, UK and the Europe.

Focusing on key areas of activity, we provide a unique platform for utilizing different venues to enhance each event's unique focus, we provide host of events from CCCB briefings, presentations, seminars, discussion platforms, luncheons, dinners, and social networking with both specific and open backdrops for networking and business development opportunities to help promote our members' business interests and develop their contacts.

英国中国总商会是由一批旅英的华人企业家及中资企业团体领袖发起成立、聚集了全英国华商群体力量的非盈利性社团组织。英国中国总商会的宗旨是团结英国工商界华人，加快华商融入英国主流社会；为在英国注册的华商企业及中资机构、以及希望来英国进行商务交流与合作的企业提供量身定制的专业服务；维护华商企业及中资机构的正当权益并发挥桥梁和纽带的作用；为推动中英经济贸易关系的可持续发展与经济全球化作出贡献。

商会将在团结中壮大，以务实、诚信服务求发展。致力于促进中英贸易、协助国内各省市、企业来英招商、技术交流与合作；为会员企业提供商务咨询、介绍客户、举办各类专题讲座等使会员熟悉英国法律法规，掌握市场动态、抓住投资及贸易机会；并可为会员获取商务工作签证，提供其他指导与帮助等。

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