



China-Britain  
Business Council  
英中贸易协会

**ABOUT US**

# **CHINA-BRITAIN BUSINESS COUNCIL**

## ABOUT US

CBBC is the UK's leading business network promoting trade and investment with China. For 65 years we have acted as the independent voice of business, at the heart of the action, working to support our members and partners in expanding commerce between our two nations.

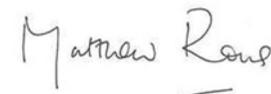
With every day that goes by, the opportunities continue to grow exponentially. Mainland China, Hong Kong and Macao are the UK's third-largest export market and second-largest source of imports. In an era of global uncertainties, this is an economic relationship which is vigorous and dynamic, with profitable openings for all sizes and types of businesses.

Unsurprisingly there are challenges as well as opportunities. But with our long heritage and experience, and our 13 offices right across China and coverage of every UK region, CBBC is ideally positioned to tackle these alongside you. We make it our mission to help our members navigate the path to profit.

And through our client services, including our market research programme China Gateway and our Launchpad incubator service, we assist hundreds of new exporters and investors every year to plot their China journey.

Generating value is at the core of everything we do at CBBC. As a member-led, service-focused, not-for-profit organisation, we put your needs first. I hope that this brochure will give you a clear sense of what can be achieved with the right help.

I look forward to working with you to seize your China opportunity.



MATTHEW ROUS, CHIEF EXECUTIVE

## WHY CBBC?

CBBC is the leading organisation helping UK companies develop and grow their business with China, and Chinese companies expand and invest in the UK.

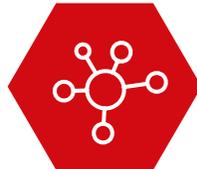
For more than 65 years we have offered unrivalled experience and insight into the ever changing opportunities for growth between the UK and China.

China, including Hong Kong and Macao, is the UK's third-largest trading partner with over £28.5bn worth of UK goods sold to China in 2018, and £41bn invested by Chinese companies and entrepreneurs in the UK since 2000.



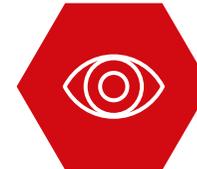
### OUR EXPERIENCE

We have an established track record and are uniquely positioned to provide clear, impartial advice to help companies thrive in the rapidly evolving Chinese market.



### OUR NETWORK

Our China network has extensive coverage both regionally and sectorally with offices in 13 locations, and a team of experienced in-market specialists dedicated to guiding British companies towards commercial success in China.



### OUR INSIGHTS

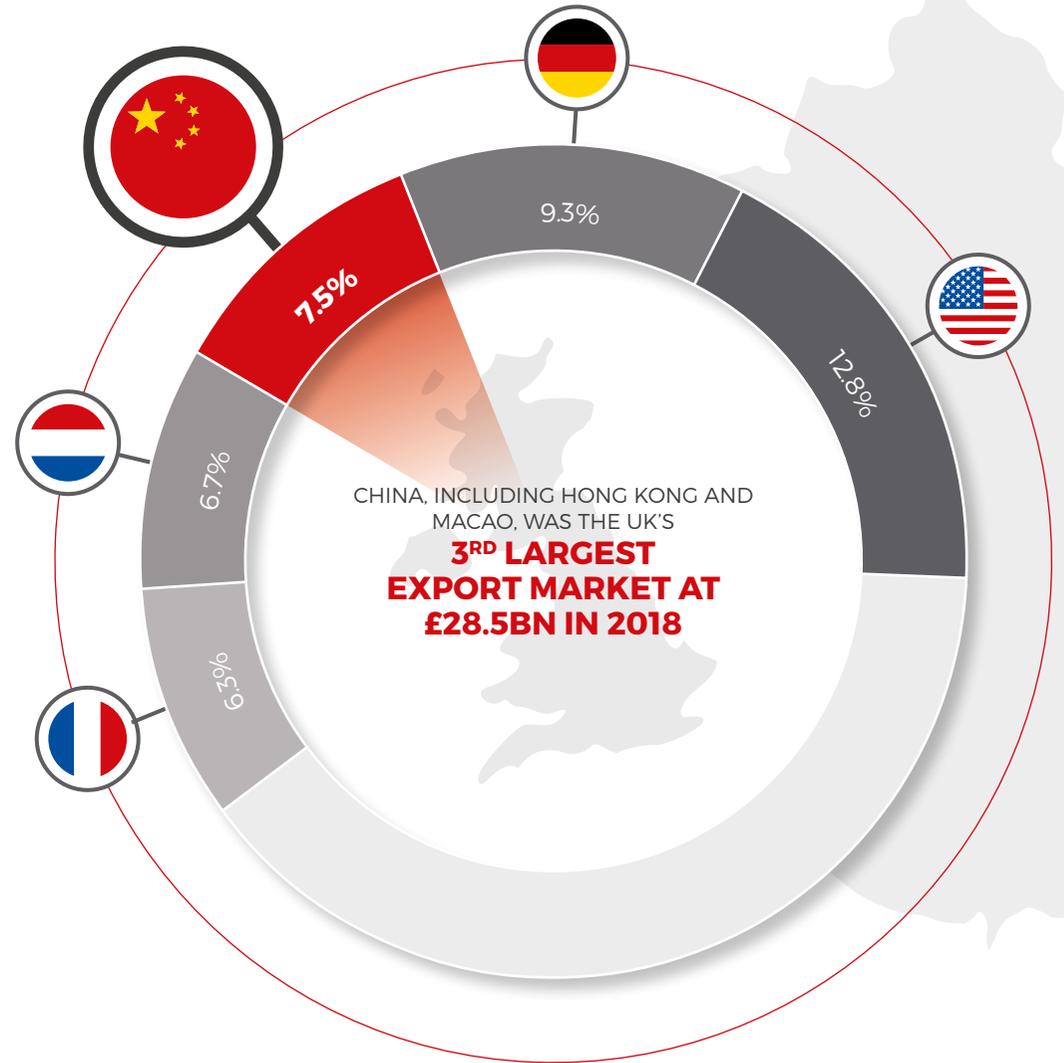
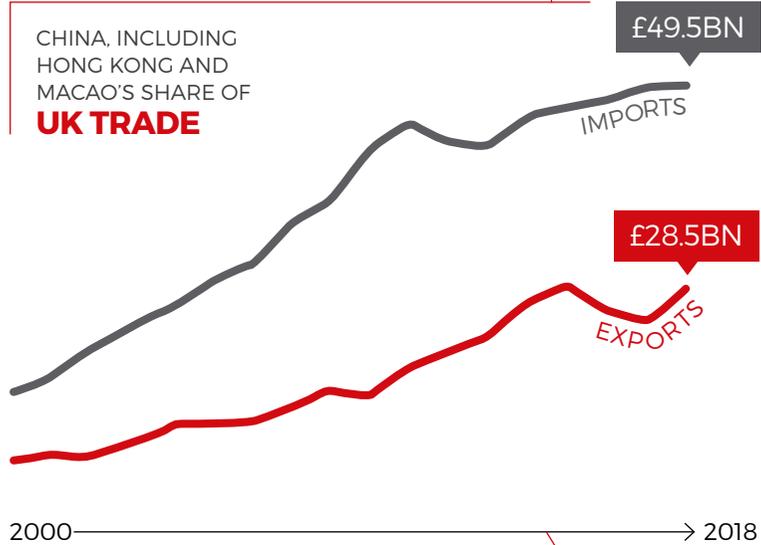
Providing you with the latest local market intelligence and contacts is at the heart of any successful market entry or expansion strategy. Our objective is to help you make informed decisions to help your business grow in China.

We have assisted thousands of companies of all sizes and from all sectors with their China journey and have a firm understanding and track record of success in building bridges for companies to succeed. You can see examples of how we have helped companies like yours on our website [www.cbcc.org](http://www.cbcc.org)

## THE FACTS

Why you should be doing business in China...

CHINA, INCLUDING HONG KONG AND MACAO, WAS THE **UK'S 2<sup>ND</sup> LARGEST SOURCE OF IMPORTS AT £49.5BN IN 2018**



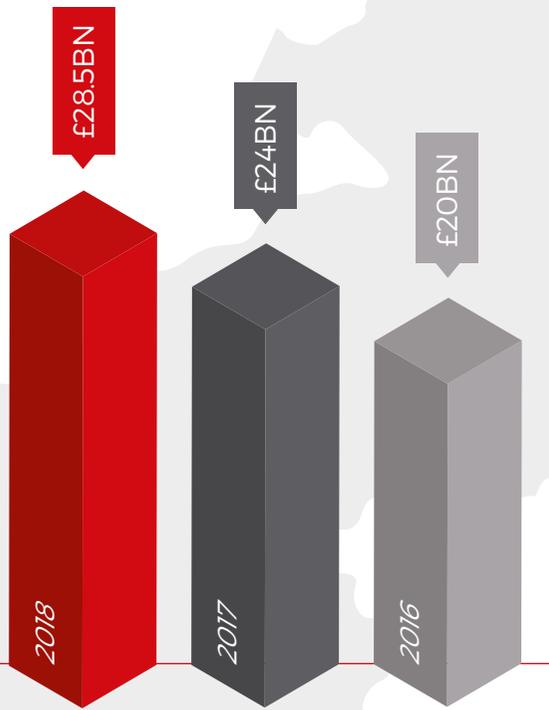
Data is derived from HM Revenue & Customs, UN Comtrade, and the National Bureau of Statistics of the People's Republic of China

**CONSUMER MARKET**

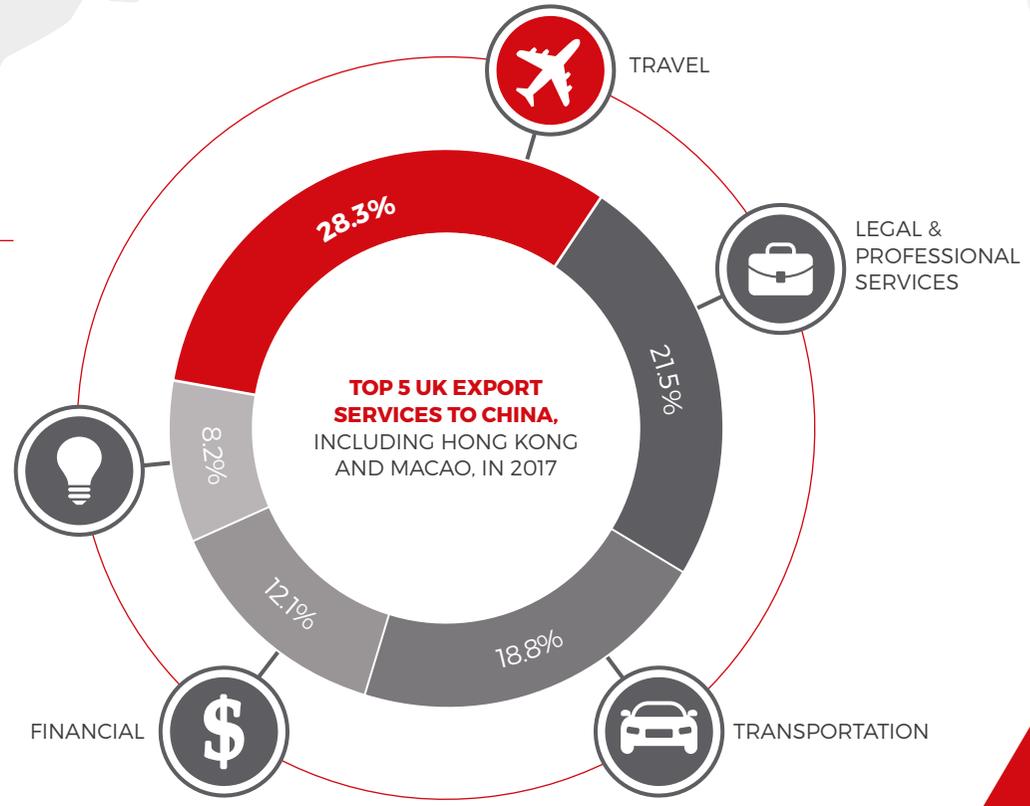
8.3% ↑ RETAIL SALES OF CONSUMER GOODS  
= **£4.13 TRILLION**  
IN 2018

21% ↑ ONLINE RETAIL SALES OF GOODS  
= **£1.05 TRILLION**  
IN 2018

CHINA, INCLUDING HONG KONG AND MACAO, BOUGHT **£28.5BN** WORTH OF UK GOODS IN 2018



CHINA, INCLUDING HONG KONG AND MACAO, NOW ACCOUNTS FOR NEARLY **7.5% OF TOTAL UK EXPORTS**



## CBBC HISTORY

A timeline of our milestones over the years.

### 1972

FEBRUARY

Margaret Thatcher, then Secretary of State for Education & Science, meets Acting Commercial Counsellor Meng from the Chinese Embassy, in Brighton

### 1982

DECEMBER

Lord Nelson, President of Sino-British Trade Council, meets Chinese Premier Zhao Ziyang in Beijing

### 1998

APRIL

Premier Zhu Rongji speaking at a CBTC Business Banquet

### 1999

OCTOBER

CBBC President Sir Charles Powell with President Jiang Zemin in London



### 1954

APRIL

The 48 Group is formed, named after the 48 British companies who met a Chinese delegation in East Berlin as part of the pioneering icebreaker mission, which visited China the previous year. Shortly after, the Sino-British Trade Committee (SBTC) was founded

### 1974

MAY

Former British Prime Minister, Edward Heath, visits China and meets with Chairman Mao Zedong

### 1986

OCTOBER

'Sea Day' aboard the royal yacht, Britannia. Part of the Sino-British Trade and Economic Cooperation Seminar, during HM The Queen's visit to China

### 1998

DECEMBER

Prime Minister Tony Blair speaking at CBBC's China-Britain: Grasping the Opportunity Conference

2001

SEPTEMBER

CBBC President Lord Powell and Chinese Vice President Hu Jintao meeting in Beijing



2013

DECEMBER

Prime Minister David Cameron speaks at the UK-China Business Summit during his visit to Beijing



2015

OCTOBER

President Xi Jinping receives a copy of CBBC's Belt and Road Report from Chairman Lord Sassoon



2019

APRIL

Chancellor Philip Hammond launches CBBC's 4th Belt and Road Report



2000

JUNE

Vice Premier Wen Jiabao speaking at a CBBC Business Lunch



2011

SEPTEMBER

Vice President Wang Qishan with Chancellor George Osborne and CBBC Chairman Sir David Brewer



2014

JUNE

Premier Li Keqiang and CBBC Chairman Lord Sassoon at dinner in the Natural History Museum



2018

JANUARY

CBBC joins Prime Minister Theresa May's trade visit to China



## OUR MEMBERSHIP

Membership of CBBC gives you:



### ADVICE

Our experience, built over 65 years of supporting thousands of organisations to enter, grow and succeed in China, leaves us expertly positioned to advise you on every step of your China journey.



### ANALYSIS

From bespoke reports and policy updates to market insights across eight core sectors, we provide our members with the tools to help them prepare, plan ahead with confidence, and grow.



### ACCESS

Access and engagement at the highest levels of influence in the UK and China, and to an unparalleled network of your peers, suppliers, stakeholders and competitors across all sectors. This includes events, roundtables, delegations and VIP visits.

Our diverse membership includes some of the largest and most established multinational companies, through to some of the most dynamic and innovative SMEs in the UK and China. We also work closely with cities, local enterprise partnerships and universities to help them forge the links needed to drive local economic development.

We understand that our members' businesses have different needs and may be at different stages of their entry into, or growth within, China. Our members gain value from different CBBC services and access depending on their size and level of experience, and this is reflected in our membership tiers and services.

## PREMIUM MEMBERSHIP

Premium membership provides you with a more exclusive and deeper level of engagement with CBBC through invitations to high-level roundtable meetings, monthly closed-door briefings, official dinners and stakeholder meetings. As a CBBC Premium member, you will receive a bespoke programme which offers unparalleled access, influence and engagement with decision makers at the highest levels in the UK-China business and government network. You will be involved in key initiatives both in the UK and China, with a powerful voice in the bilateral dialogue, including strategic engagement with key stakeholders and prominent positioning through targeted initiatives and campaigns.

Premium members receive:

- » Exclusive access to high-level roundtable meetings, monthly closed-door briefings, official dinners and stakeholder meetings: providing insight and networking opportunities
- » Priority access to CBBC's event programme throughout the year, in both the UK and China
- » Invitations to meet with high-level Chinese and UK delegations
- » Bi-weekly China policy updates
- » Priority notice of sponsorship opportunities
- » Market advisory services, support, events and networking opportunities as available to all members

**£10,000 + VAT PER ANNUM  
BY INVITATION ONLY**

## CORPORATE MEMBERSHIP

As a CBBC Corporate member you will have the opportunity to gain key market insights on the issues shaping the business environment and UK-China policy agenda, participate in high-level networks, and gain access to key influencers within the UK-China business sphere.

You have direct access to CBBC's team of sector leads in the UK and China, who will provide dedicated, advanced sector-specific knowledge, account management and critical insights to both navigate and demystify the market and business environment. Through our market insights and by leveraging our networks, you can further enhance your brand and reputation in China.

Corporate members receive:

- » Regular review meetings with a relationship manager in the UK and China covering business environment issues, policy updates, and market trends analysis
- » Support from sector specialists in the UK and China
- » Opportunity to participate in policy briefings, roundtables and initiatives covering key business and trade issues
- » Quarterly China policy digests

**RANGING FROM £2,000 TO £5,000 + VAT PER ANNUM**  
CORPORATE MEMBERSHIP FEES ARE BASED  
ON THE COMPANY'S LATEST ANNUAL TURNOVER

"CBBC was able to open doors for us and advise on where the authority sat for different areas of our profession. This was very helpful. We connected our local teams with CBBC's teams in China to stay up to date on visiting delegations and missions that were useful for us to join. CBBC also offered us excellent support at events in the UK and China.... Membership with CBBC is an important part of our China strategy."

**ANTONY WALTERS**, HEAD OF PUBLIC AFFAIRS, ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS

"We would definitely like to forge an even closer relationship with the CBBC. We have a great understanding of each other."

**GARY WILCOX**, CEO, JAG-UFS INTERNATIONAL LTD

## ENTERPRISE MEMBERSHIP

CBBC Enterprise members receive flexible support, practical advice and representation, and a platform that both enables and empowers SMEs to grow their knowledge of the UK-China business environment and capitalise on in-market opportunities.

We will guide you through the practicalities of trading with, and doing business in, China. We also offer dedicated forums and events that give a voice to SMEs, as well as access to indispensable resources to grow your China strategy.

CBBC Enterprise members receive:

- » Annual business review meeting with a relationship manager covering the business environment and market access challenges relevant to SMEs
- » Referrals to the sector specialist for your industry in the UK or China
- » Quarterly China policy digests
- » Opportunity to collaborate on SME-focused events and webinars

**£1,250 + VAT PER ANNUM**  
OPEN TO ALL BRITISH AND CHINESE COMPANIES  
WITH <£10 MILLION ANNUAL TURNOVER

## OUR CLIENT SERVICES

Our advisory teams in the UK and China have in-depth experience and knowledge of guiding British companies towards commercial success in China across multiple sectors. They understand the sectoral, geographical and cultural aspects of business success, as well as the main business challenges that UK companies face when working in and with China and that Chinese companies face when exporting to the UK. We pride ourselves on the impartial advice we provide to our members and clients.

This personal expertise is supported by a range of CBBC research and advisory services tailored to meet the specific requirements of companies.

We promote the UK as one of the world's most open economies and the best place for Chinese companies to invest and do business, and position British companies as ideal partners on the global stage. This is supported by an extensive calendar of over 250 events per year

around the UK and China and regular policy and sector research insights, through which we provide access to both practical advice and valuable networking opportunities.

**Our services are available to members and non-members, however members will always receive preferential rates and advice to ensure they are making the most of their membership.**

*"Thanks to CBBC and your excellent team for delivering such a fantastic outcome... You have allowed us to deliver a step change in visibility and power to the very front of the employability agenda in China. We are very keen to continue to work on this agenda with CBBC."*

**DR DAVID PILSBURY**, DEPUTY VICE-CHANCELLOR (INTERNATIONAL DEVELOPMENT), COVENTRY UNIVERSITY

# China GATEWAY

## ABOUT CHINA GATEWAY – MARKET ADVISORY SERVICES

China Gateway is the China–Britain Business Council's premier market advisory service – designed to meet all your individual and bespoke business objectives. You may be seeking to export to China for the first time and in need of market intelligence, competitive analysis, verified contacts or a costed market-entry strategy. Or you may be a company with existing trade in China looking to develop and grow your business through leveraging new sales and marketing channels, understanding the revolutionary world of China's e-commerce platforms or establishing a permanent in-market presence. Whatever stage you are at in your China journey as a business, China Gateway can enable you to achieve your goals both efficiently and cost effectively.

### China Gateway is your one-stop-shop for all your business needs and services in China.

It offers you a portfolio of key services including:



**Consultancy** - Bespoke market research, identification of local contacts and potential partners, arranging meetings and market visits



**Digital** - Services tailored to companies in the consumer sector including Digital Audit and E-Analytics, aimed at helping you to assess the real data behind the big e-commerce numbers and understand your profile among consumers



**Event Management** - With a wealth of experience in running a range of events throughout China, from seminars and conferences, to product launches, receptions and dinners, the CBBC Events Team can create a project specific to your requirements and budget



**Practical Support** - Practical cultural training courses as well as interpretation, translation and visa support



**Advisory** - Advice on intellectual property protection and due diligence (company checks)



**Location Studies** – Analysis of pros and cons of locations and sites for office set-up, location of manufacturing facilities, and sourcing the right partners



**HR & Recruitment** - Guidance on, and services to support, the employment of staff in China



**Supplier and Sourcing Service** - Offering UK companies an efficient and cost-effective way to minimise associated risk and expenses when sourcing from China

# LAUNCHPAD®

## ABOUT THE LAUNCHPAD® SERVICE

Launchpad provides a simple, cost-effective and low-risk way of entering the China market. CBBC can employ a Launchpad Manager dedicated to helping you take your business forward in China, without any compliance or legal headaches. Over 200 organisations have successfully used Launchpad to date, and 85% of those have either subsequently set up their own legal entity in China or decided to return to the Chinese market at a later stage. Launchpad has enabled businesses of all sizes to succeed in China - from household consumer brands, prestigious academic institutions to innovative SMEs, trade and investment bodies, and local authorities.

The benefits of setting up with Launchpad:



### **Finding Staff (Chinese Nationals):**

We will either provide a suitable member of the current CBBC team, or where necessary, identify someone with new skills, to work exclusively on your business needs. The advertising, short-listing and scheduling of interviews is all coordinated by CBBC



**Low risk:** Launchpad provides cost certainty for market development. It provides a low-risk means of entering the Chinese market, or withdrawing if plans change



**Administrative Support:** By having a dedicated CBBC resource, our admin team takes care of pay roll, expenses management, call minding services and other related costs so you don't have to



### **Favourable Comparative Cost:**

The cost of Launchpad for initial market entry compares favourably to setting up and running a representative office or a full service company, but without the associated risk. Launchpad also allows you to test the market in order to justify the incorporation of a full service company



**Set-Up Assistance:** If you want to go on to set up your own representative office, CBBC helps with all aspects of post-Launchpad development such as getting your first employee into your new entity, advice on structuring and sign-posting to professional advice and support

"I don't believe we could have come as far as we have in the Chinese market without Launchpad."

**CHARLES ZHANG,**  
PROJECT MANAGER,  
KING'S COLLEGE LONDON

## **PUBLIC AFFAIRS, MARKET ACCESS AND BUSINESS ENVIRONMENT**

Our public affairs programme provides insight into the latest UK-China developments. CBBC's unparalleled access to both the British and Chinese governments also ensures that our members and partners have the opportunity to influence decision-makers at the highest levels and seize the opportunities available to them.



### **STRATEGIC ANALYSIS AND INTELLIGENCE**

In addition to a range of up-to-date research and intelligence reports covering key strategic issues, CBBC's Policy Analyst delivers independent, policy-relevant analysis through a bi-weekly update, which offers exceptional insight into issues that affect UK business in China



### **GOVERNMENT RELATIONS**

With a history of UK-China business engagement spanning more than 65 years, CBBC has unparalleled access to senior government and stakeholder networks in both the UK and China



### **BUSINESS ENVIRONMENT PROGRAMMES**

CBBC's Business Environment team includes IP specialists who work on practical support for UK rights' holders, as well as policy specialists focusing on market access issues



### **HIGH-LEVEL DELEGATIONS**

CBBC runs an extensive programme of high-level meetings, private briefings, breakfasts, dinners, China policy roundtables, and stakeholder engagements: providing valuable insights alongside networking opportunities

## **PARTNERING WITH US**

A partnership with CBBC provides access to senior China and UK decision makers and businesses, and the opportunity to raise the profile of your brand and position it as a thought-leader.

Sponsorship and partnership opportunities include:



### **INBOUND / OUTBOUND UK-CHINA HIGH LEVEL VISITS AND NETWORKING EVENTS**

CBBC is the lead for many VIP visits between China and the UK and has a long history of convening networking dinners, receptions and smaller briefings around these visits. As they often happen at short notice, our experience and agile planning provides the best opportunity to get the maximum benefit from these events, as well as the PR around them.



### **AGM AND AUTUMN RECEPTION**

Our AGM and Autumn Reception provide a unique networking opportunity; a chance to maximise brand visibility in the UK with 100+ members and guests.



### **THE SCOTLAND-CHINA BUSINESS AWARDS AND CHINESE BURNS SUPPER**

The event of the year for Scottish businesses trading with China. This exciting dinner celebrates the best of Scotland and China, and the awards celebrate achievements in trade and investment between both countries.



### CBBC GREATER BAY AREA CONFERENCE AND REPORT

With the strategic integration plan launched, the Greater Bay Area will be one of China's key initiatives for 2019/2020. Little is understood about the programme in the UK. CBBC will explain the initiative and explore opportunities for UK business and how to access them.



### BESPOKE REPORTS AND CONFERENCES

We work with partners on bespoke reports and conferences:

- » **Key thought leadership reports and insights**

With accompanying launch events in the UK and China, we are always keen to explore themes and opportunities with sponsors.

- » **Thematic China-UK Business Conferences**

We produce regular conferences on key issues of relevance to UK-China businesses, and we welcome collaboration with partners on content at these events.



### SME FORUMS

We hold regular forums to provide networking, content and advice specifically tailored to SMEs, whether they are new to China, or have been trading in the country for years.



### CHINA BUSINESS HANDBOOK

Our popular publication provides the latest China business advice and support at your fingertips.



### INVEST IN THE UK HANDBOOK

This guide for Chinese businesses will focus on providing practical guidance on what businesses coming to the UK need to know.



### FOCUS MAGAZINE AND CBBC'S DIGITAL MARKETING PROMOTIONS

Increase your visibility by advertising with CBBC. Our member channels reach thousands of the most engaged UK-China businesses and senior decision makers. We offer a range of content options and advertising rates tailored to your needs.



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## CONTACT US

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