

BRITISH CHAMBER OF COMMERCE IN CHINA

MARKET
ENTRY
GUIDE
2021



BRITISH
CHAMBER OF
COMMERCE
IN CHINA
中国英国商会



Market Entry Guide and Directory

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About the British Chambers of Commerce in China

The British chambers of commerce in China are the voice of British business in China; a collective of membership organisations providing advocacy, business support and networking opportunities for British business in China. We operate as an

independent, not-for-profit organisation with a strong and diverse membership. With decades of business experience in China, we bring the British business community together and help them thrive in one of the world's most important markets.

Our chambers across Beijing, Shanghai, Guangdong and Southwest China build a community for member companies through social and learning events across the country. Through our British Business Awards, we recognise individuals and companies who represent excellence in innovation, enterprise and endeavour in the British and Chinese business communities; while the annual Social Impact Awards celebrate companies that

support sustainability and positive social engagement.

Our advocacy work centres annually around two key initiatives: the *British Business in China: Sentiment Survey*, and the *British Business in China: Position Paper*. The former takes the pulse of British businesses in China on a series of issues, including their reflections on the past year's business environment, their most pressing market access issues and their views on current events that affect their business. Our Position Paper lays out the key recommendations of BritCham's collective membership for the UK and China governments to improve market access for British companies in China.

Sustaining Members

We would like to thank our sustaining members for their consistent support of the Chamber in all its activities and efforts.



Supporting Organisations

We would like to acknowledge the following organisations for their support in the creation and publication of this guide:



Foreword

Managing Director of the British Chamber of Commerce in China



This market entry guide and directory exists for one simple reason: to support British businesses; giving insight and support to British companies based in the UK that are considering expanding to China and highlighting British companies in China who offer world-class services.

The British Chamber of Commerce in China is the independent voice of British business in the largest and most dynamic market on earth. Recent years have seen a considerable shift in the approach for the chamber that measures the pulse of British business through the annual sentiment survey and subsequently advocates strongly for positive change through the annual position paper.

This guide completes the triangle from understanding challenges, advocating for change and now pushing for further sustainable growth for British business in China, utilising British support and expertise.

Steven Lynch
Managing Director
British Chambers of Commerce in China

Director General of the British Chambers of Commerce



I am delighted to present this Market Entry Guide on behalf of the British Chambers of Commerce in the UK. We hope that this guide will continue to promote a strong UK-China business relationship and encourage UK businesses who are looking to invest in China.

The Chambers which make up our network are trusted champions of businesses, places, and global trade. We represent tens of thousands of UK businesses of all shapes and sizes, located across all continents of the world. We aim to help firms achieve more and build relationships on every level, in every region and nation of the UK and beyond.

In 2019, UK direct exports of goods to China reached £30.7 billion, making China the UK's 6th largest export destination; at the same time, UK exports of services and investment into China also greatly expanded, thus the business relationship between the UK and China cannot be

understated. However, although the China market presents numerous opportunities for UK businesses, there exist a number of misunderstandings and uncertainties about the process of entering and accessing this great market.

Shining a light on the key investment sectors, business culture and the regulatory environment of China, this Market Entry Guide provides 'down-to-earth' and up-to-date information for businesses looking to invest, and is supported by the advice and expert knowledge of the British Chamber in China's extensive business network of companies. We hope that this guide allows our members across the world to further understand and successfully navigate the complex China market.

Dr Adam Marshall
Director-General
British Chambers of Commerce

About the British Chambers of Commerce

Global Business Network



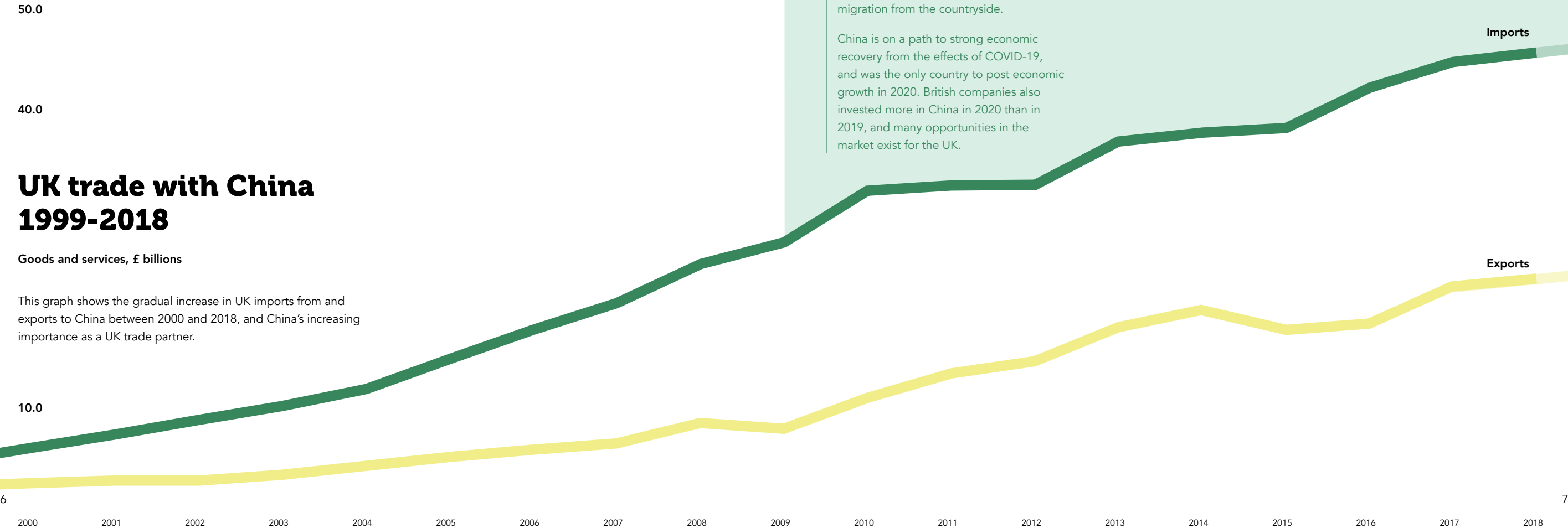
For 160 years our business has been helping UK businesses grow and trade successfully across the world.

The British Chambers of Commerce Global Business Network is comprised of member British Chambers of Commerce and business groups that are located across all continents of the world and directly linked to Chambers of Commerce in every region of the UK.

Capital: Beijing	<u>Nominal GDP growth, 2020:</u> 2.3%
<u>Official Language:</u> Mandarin Chinese	<u>Real GDP growth, 2020:</u> 1.9%
<u>Currency:</u> ¥ Yuan (RMB)	<u>Nominal GDP per capita, 2020:</u> RMB 72,000 (GDP 8,000)
<u>Time zone:</u> GMT+8	<u>Unemployment rate, 2020:</u> 5.6%
	<u>Consumer inflation rate, 2020:</u> 2.9%

The UK has welcomed the economic transformation and development of China over the past few decades. China today is the world’s second largest economy, the dominant manufacturer and trader in goods, the second largest consumer of commodities and recipient of foreign direct investment (FDI), and the largest holder of foreign exchange reserves.

China’s importance as a UK trading partner has increased steadily since 2004, with both imports and exports increasing consistently. As of 2020, China is the UK’s third largest trading partner, rising from fifth in 2019 due to a decrease in the UK’s trade with France and the Netherlands.



Potential growth

China’s ongoing economic growth has caused an increase in average household and disposable income. In 2020, China’s middle class consisted of 734 million people (51% of the total population), and annual disposable income per capita in urban households was approximately RMB 44,000 (GBP 4800). Spending in education, culture and recreation across urban and rural areas accounts for 9.6% of all household expenditure.

Second and third tier cities in Central and Western China are gaining significant momentum, boasting higher population growth than eastern cities. Currently, more than 300 million people live in second and third tier cities, a number which continues to grow, largely as a result of mass migration from the countryside.

China is on a path to strong economic recovery from the effects of COVID-19, and was the only country to post economic growth in 2020. British companies also invested more in China in 2020 than in 2019, and many opportunities in the market exist for the UK.

UK expertise in demand

With growing purchasing power, China’s increasingly affluent middle class is now increasingly placing value in the quality of goods and services, particularly in that of imported goods. Products made in Britain are widely perceived to be high quality, and Chinese companies have traditionally been keen to establish connections with UK companies for services, especially in sectors where the UK is a global leader. In 2020, the UK’s exported services to China included education services, financial services, legal, accounting, advertising, research and development, architectural, engineering and other professional and technical services valued at GBP 6 million (RMB 55 million).

Better business environment

In recent years, China has implemented a wide range of trade and investment liberalisation and facilitation policies including the Foreign Investment Law (FIL), and has also updated the ‘Negative List’, thereby increasing the number of Chinese industries that are open to foreign investment. These measures are a positive first step towards creating a more level playing field for foreign and domestic businesses. Between 2015 and 2020, China has moved from 80th to 31st in the World Bank’s ‘Ease of Doing Business’ ranking.

Nothing Ventured, Nothing Gained

In mainland China there are 530,100 schools and universities; 282 million students ; 17,320,300 full-time teachers. There is also an insatiable thirst for learning and a widespread belief in the quality of British education.

Venture empowers British education in China through research, events, marketing, PR, partnerships and business development.

ventureeducation.org

contact@ventureeducation.org

What are the opportunities?

As it enters a new era of development with the commencement of the next 14th Five Year Plan, China's economy will increasingly focus more on the quality than the quantity of growth, and move towards more tech-intensive, high-value and value-added production.

China's economic transformation, changing demographics and the rapid pace of technological innovation continue to create positive trends for business in China and offer ample opportunities for UK firms, especially in the high-end industries like healthcare, information technology, engineering and luxury goods.

In the *Sentiment Survey 2020-2021*, 49% of the UK businesses declared an optimistic outlook for their sector for the next year, while 44% of businesses reported that they intended to increase investment in their operations in the Chinese mainland. Due to economic pressures caused by the COVID-19 outbreak, many industries slightly shifted from an optimistic to neutral outlook for 2021. The one exception is the financial and professional services sector, which remains optimistic.

Nevertheless, as China's economy continues to recover from the effects of COVID-19, we expect a strong rebound in all sectors as we enter a 'new normal'.



Automotive

- Connectivity
- Premium and luxury vehicles



Built Environment Services

- UK standards, institutions and education
- Prefabrication
- Higher value service provision



Education

- Early years (0-3)
- Partnership
- EdTech

Leading sectors and opportunities for UK exports and investments



Food and Beverage

- E-commerce platforms
- Growing interest in premium spirits

What are the regulatory challenges?

Given the substantial impact it has had on businesses and economies around the world, it will come as no surprise that more than three quarters of companies report that they estimate COVID-19 will continue to have a negative impact on their prospects for 2021, making it the trend of most concern for British businesses in China by a significant margin. This is followed by UK-China tensions, which one in five companies believe will have a strong negative impact on their operations, and in third place, rising protectionism.

Key cross sector issues to be aware of

Cybersecurity and IT restrictions

Accessing and moving company finances

Competition with state-owned enterprises

Employing foreign staff

Alignment with international standards

Enforcement of laws and regulations



Financial Services

- FinTech
- Internationalisation of the renminbi



Pharmaceuticals and Healthcare

- Free trade zones
- Healthcare technology



Travel and Tourism

- Post-COVID travel resumption
- Luxury experiences

Get to know China - TOP 5s

For companies thinking of entering the Chinese market, the sheer scale can seem incredibly terrifying. But here are some numbers to help break it down.

Highest grossing films of 2019 (US\$)

1. Ne Zha

714.75 million
2. The Wandering Earth

668.72 million
3. Avengers: Endgame

607.25 million
4. My People, My Country

445.43 million
5. The Captain

414.27 million

As of March 2020, ‘Avengers: Endgame’ has been ranked No.1 highest-grossing film of all time, and China’s domestic grossing figures accounted for 22% of the global figure.

Bestselling novels of 2019

1. To Live

by Yu Hua
2. Short Stories from the Notebook of a Grave Robber’s Chronicles

by Nanpai Sanshu
3. Ordinary World

by Lu Yao
4. The Three-Body Problem

by Liu Cixin
5. The Dark Forest

by Liu Cixin

Largest restaurant chains in 2018 (by no. of outlets)

- 

1. KFC

5,602
- 

2. Starbucks Coffee

3,300
- 

3. McDonald’s

2,600
- 

4. Dico’s

2,300
- 

5. Pizza Hut

2,214

Most used apps (by monthly active members)

- 

1. WeChat (social media)

983.18 million
- 

2. QQ (social media)

788.53 million
- 

3. Taobao (e-commerce)

756.24 million
- 

4. Alipay (financial services)

698.56 million
- 

5. iQIYI (video streaming)

624.56 million

Most followed celebrities on Weibo as of June 2020 (by no. of followers)



Xie Na
123.81 million



He Jiong
111.88 million



Yang Mi
103.96 million



AngelaBaby
100.31 million



Chen Kun
94.21 million

Most visited international travel destinations in 2018



1. Japan



2. Thailand



3. Russia



4. Vietnam



5. Korea

In 2018, a total of 149.72 million outbound international trips were made by Chinese tourists, an increase of 14.7% from the previous year.

Most popular luxury brands in 2019 (by Digital IQ)



1. Louis Vuitton
145



2. Bulgari
144



3. Cartier
141



4. Gucci
134



5. Montblanc
129

Most streamed games of 2019 (by streaming hours/month)



1. League of Legends
909,657



2. PlayerUnknown’s Battlegrounds
522,788



3. World of Warcraft
490,364



4. Honor of Kings
469,326



5. Counter-Strike: Global Offensive
191,100

What are some **key expressions** to understand **business in China?**

1

天高皇帝远
tiān gāo huáng dì yuǎn

The mountains are high, and the emperor is far away

This indicates that much administrative and executive work relies on local structures instead of the central government.

3

吃苦
chī kǔ

Eating bitterness

It implies remarkable capacity for discipline and hard work.

5

差不多
chà bù duō

Pretty much

Especially in business, people tend to leave space for each other and avoid being definite, leaving things a bit ambiguous in case things develop in another direction.

7

人情
rén qíng

Warmth and hospitality

As opposed to some more direct Western cultures, often when doing business in China, a meeting might begin with smaller acts of hospitality like a chat or some tea.

9

枪打出头鸟
qiāng dǎ chū tóu niǎo

Shoot the bird which takes the lead

In China, business people will be uncomfortable with bragging or “tooting your own horn” too much. If you are too obvious about it, you might attract backlash.

11

买卖不成仁义在
mǎi mài bù chéng rén yì zài

The relationship remains even if a deal is not made

Don't let the business hurt the friendship. Plan for the long term.

2

面子
miàn zi

Face

In Chinese business culture: This refers to the pride and dignity of businessmen, and implies the importance of preserving reputations when doing businesses in China.

4

给人一个台阶
Gěi rén yī gè tái jiē

Giving someone a step to walk down

You don't have to push people to the wall, and it's better to give someone an out to avoid stalemate in negotiations.

6

关系
guān xì

Connections

In Chinese business culture: Who you know is very important when it comes to doing businesses in China. While it is important to develop a social and professional network, you should also care about the quality of your connections.

8

识时务者为俊杰
shí shí wù zhě wéi jùn jié

The wise read the situation before acting

Consider all circumstances before you act. It's best to understand the policy environment and business climate in China before making a big decision.

10

人走茶凉
Rén zǒu chá liáng

Tea gets cold when people leave

It means that it is much harder to accomplish something when relationships grow cold, for example when people leave their position or move away from you. Remember to keep in touch with people.

12

不管白猫黑猫，抓到老鼠就是好猫
Bù guǎn bái māo hēi māo, Zhuā Dào lǎo shǔ jiù shì hǎo māo

The wise read the situation before acting

There is no one way to reach your goal; think outside the box.

How to thrive in China?

Laws and regulations on trade and investment

While China’s huge market offers abundant opportunities to UK companies, businesses also need to keep up with the complexity of China’s rapidly developing market. Business works to radically different rhythms and structures in China, and it can sometimes be hard to distinguish the real opportunities on the table. Knowing the underlying parameters is crucial to success, and this section will highlight some key laws and regulation that shapes trade and investment in China.

China has a centrally governed hierarchy of laws, regulations and rules relating to foreign trade and investment. It can often take time for regulations to be fully published, and they can often be fragmented and vague. It is therefore important to keep up to date with the latest policy announcements.

Foreign Investment Law (FIL)

You are considering investing in any business in China

You are making decisions about what to invest in, or curious about how welcome your business would be in China

You are a foreign-invested enterprise (FIE)

Your business straddles several countries or areas

Foreign Trade Law

Customs Law of the People’s Republic of China

On January 1st 2020, the new Foreign Investment Law of the People’s Republic of China took effect. The FIL established a new legal framework for the management and promotion of foreign investment in China. This has led to a number of related papers and regulations aimed at implementing, clarifying and explaining the law.

Regulation on the Implementation of the Foreign Investment Law (The Implementing Regulation)	This provides additional details and clarity on provisions and principles to guide implementation of the FIL
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Special Administrative Measures for the Access of Foreign Investment (Negative List)	These two regulations lay out the sectors in which foreign investment continues to be restricted and prohibited, and industries in which foreign investors are eligible to enjoy certain preferential policies and treatment.
Catalogue of Encouraged Industries for Foreign Investment	

Foreign Investor Information Reporting Measures	These two regulations cover information and reporting with respect to establishing FIEs and their subsidiaries, changes to FIEs and their subsidiaries, and annual reporting.
Notice Regarding Foreign Investor Information Reporting Related Matters	

Interpretation on Certain Issues Regarding the Application of the Foreign Investment Law	This set of judicial interpretations provides guidance on questions relating to the effectiveness and enforceability of foreign investment-related agreements
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The law was amended and came into effect in July 2004. It states that all types of businesses, including private enterprise, can engage in foreign trade once they have filed the correct records.

Anti-Dumping Regulations of the People’s Republic of China
Regulations of the People’s Republic of China on Countervailing Measures
Regulations of the People’s Republic of China on Safeguards

The law was promulgated on January 22nd 1987 and amended on July 8th 2000. It outlines principles, policies, rules and measures regarding Chinese exports and imports.

Regulation of the People’s Republic of China on Import and Export Duties	01.01.2004
Regulations of the People’s Republic of China on Customs Statistics	01.03.2006
Regulations of the People’s Republic of China on Implementing Customs Administrative Penalty	01.11.2004
Regulations of the People’s Republic of China on Customs Protection of Intellectual Property Rights	01.03.2004

Key industries by province

China pilot free-BRI zones (FTZs)

The main objectives of the FTZs are to accelerate economic reform, broaden internationalisation and liberalisation, and provide foundations for the opening up of high-value sectors. The Shanghai FTZ pilot was the first to be announced in August 2013, followed by Tianjin, Guangzhou and Fujian in December 2014, and Chongqing, Liaoning, Henan, Hubei, Shaanxi, Sichuan and Zhejiang in August 2016. In 2019, the State Council announced seven more FTZs were to be located in Hainan, Shandong, Jiangsu, Guangxi, Hebei, Yunnan and Heilongjiang, bringing the total number of FTZs to 18.

Belt and Road Initiative (BRI)

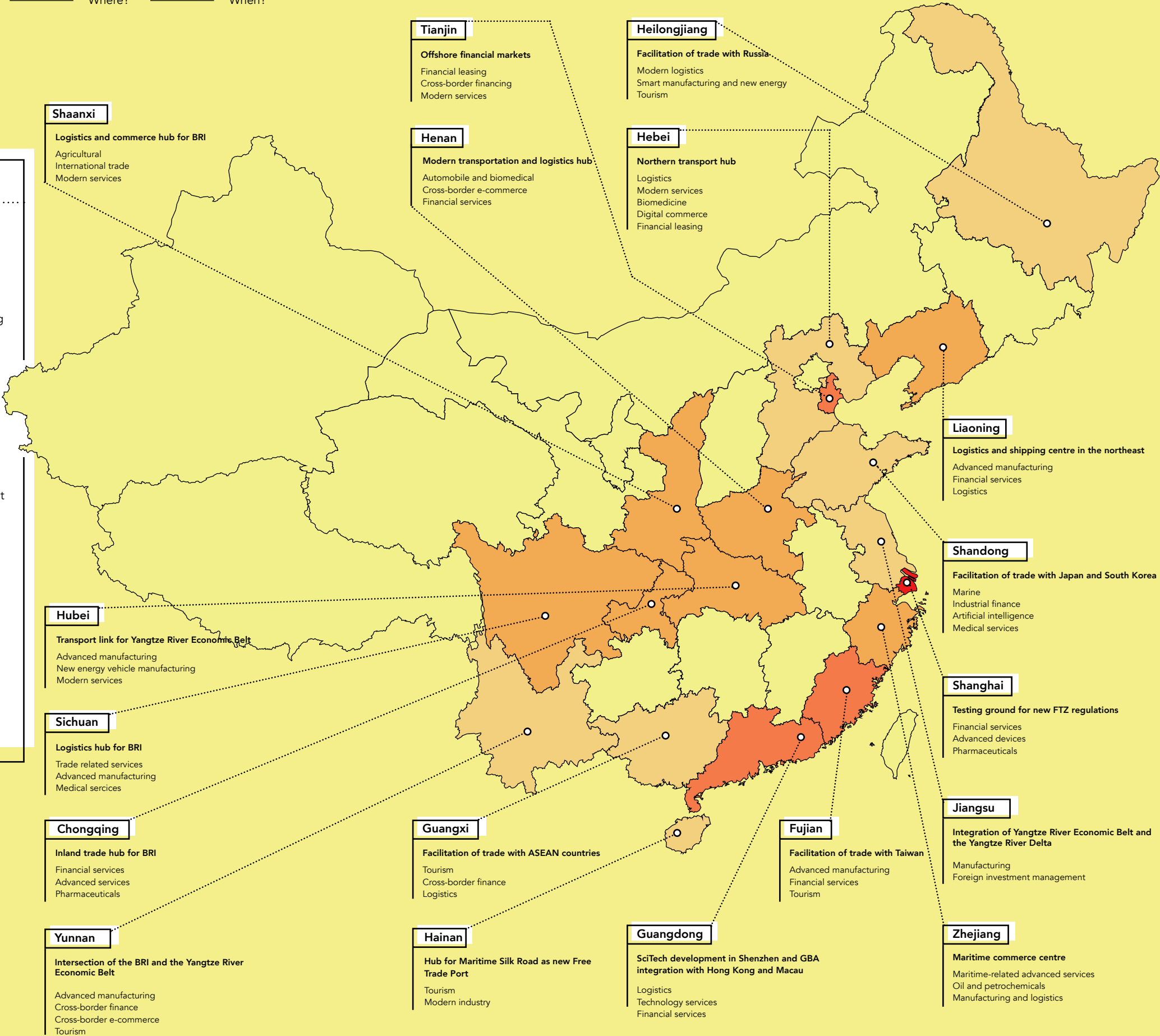
The initiative is a centrepiece of current Chinese foreign policy and one of the largest global development strategies ever undertaken. It provides UK firms with opportunities to tap into the development and connectivity of China’s provinces and neighbouring countries, and offer diverse cross-sector business solutions, both within China and in countries along the routes.

Made in China 2025

This strategic plan aimed to upgrade Chinese industry, focusing on ten high-tech sectors. Although the plan itself has been discontinued and is no longer explicitly referred to, its underlying focus remains intact.

The sectors are:

- Integrated circuits and professional equipment
- High-end numerical-control machine tools and robotics
- Aviation and aerospace equipment
- Marine engineering equipment and high-tech ships
- Advanced rail transit equipment
- New energy vehicles
- Electronic equipment
- Agricultural machinery
- New materials
- Biopharmaceuticals and high-performance medical equipment



Tips for market strategy in China



WeChat for social and business networking

WeChat is intricately embedded into the lives of China’s urban population, and is used for a wide range of activities from payment transfer, messaging and social media posting. By the end of 2018, it was reported that it had over a billion daily active users on its network, many of whom have some relation to China. Many Chinese businesses use WeChat as their primary mode of communication and marketing. Learning how it works is central to a long-term commitment to working in or with a Chinese market.



Build relationships and trust

As customers, investors or business partners, most Chinese people set great store on personal connections and relationships when working together. Taking the time to develop genuine trust and understanding, particularly about the intentions and reasons for getting involved, and particularly at the beginning of a business relationship, is never wasted and can save a great deal of trouble and misunderstanding later down the line.



Agents, distributors and local partners

Having ‘boots on the ground’ in China can be absolutely invaluable. A local partner, agent or distributor who understands local conditions can give you fast and reliable data about the market and your customers. The help of someone who is there in person and able to remove obstacles and potential barriers can make all the difference to your business.



Localise your product

Localising your product can come in many forms, from translating interfaces and marketing materials, to providing additional services, training and product demonstrations. Any and all of these can be vital to the process of making your product fit in a new Chinese market. It is important to assess this carefully going in.



Leverage local platforms

Finding the right local platforms, product ambassadors and partners will make a potentially huge difference to how seriously your product is taken.

Modes of entry

Direct Export

Indirect export

- Agents
- Distributors
- Licensing/Technology Transfer
- Franchising
- Selling online

Investment

- Representative Office
- Parnnerships
- Wholly Foreign-Owned Enterprises (WOFE)
- Joint Ventures
 - Contractual joint ventures
 - Equity joint ventures

Hong Kong First

Key Chinese Leaders for Business



Wang Wentao
Minister of Commerce of the People's Republic of China

Ministry of Commerce
Cabinet-level executive agency of the State Council; responsible for policy coordination and implementation in respect of all trade-related issues.



He Lifeng
Minister of the National Development and Reform Commission

The National Development and Reform Commission
In charge of overall national economic and social development policy, and has an influence on trade policy.



Liu He
Vice Premier and Director of the Office of the Central Financial and Economic Affairs Commission

Central Financial and Economic Affairs Commission
Subordinate to the CCP Politburo, and is in charge of leading and supervising economic work of both the CCP Central Committee and the State Council. Liu He was also China's lead trade negotiator in the US-China trade war, until an official trade negotiator was appointed in 2021.



Zhang Gong
Minister of the State Administration for Market

State Administration for Market Regulation
Department responsible for overseeing all manner of market controls, including regulating anti-monopoly behaviour, intellectual property rights, drug safety supervision, and the issuance of business licenses.



Yi Gang
Governor of the People's Bank of China

The People's Bank of China
The central bank of the People's Republic of China responsible for carrying out monetary policy and regulation of financial institutions in the Chinese mainland.



Ni Yuefeng
Minister of the General Administration of Customs

The General Administration of Customs
A ministry-level administrative agency responsible for managing the import and export of goods and services into the Chinese mainland and the collection of value added tax (VAT), customs duties, excise duties, and other indirect taxes.



Zheng Zeguang
Ambassador of the People's Republic of China to the United Kingdom

Embassy of the People's Republic of China in the United Kingdom of Great Britain and Northern Ireland
The official diplomat sent by the Chinese government to represent its interests in bilateral relations with the British government.



Key Chinese Organisations

Ministry of Commerce, PRC (MOFCOM)

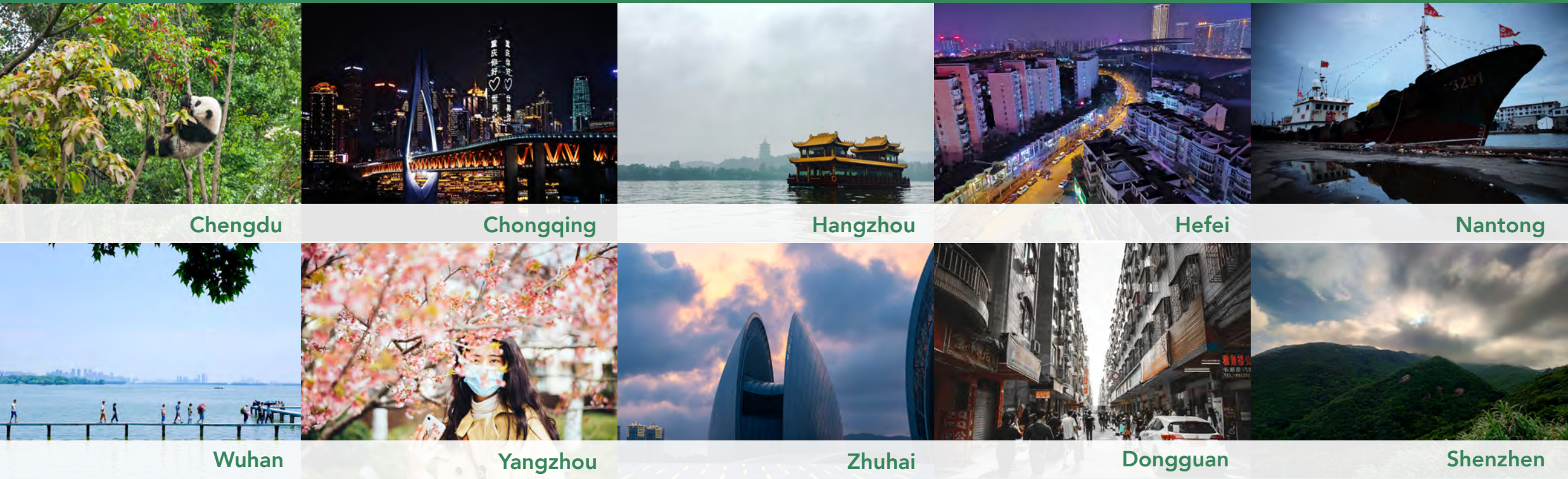
No. 2 Dong Chang'an Ave
Beijing, China 100731
Tel: +86 (0)10 5377 1360 / 1361

Invest Beijing (Beijing Investment Promotion Service Centre)

Floor 3 & 4, Block F, Fuhua Building
No. 8, Chaoyangmen North Street, Dongcheng District
Beijing, China 100027
Tel: +86 (0)10 6554 1880
Email: xxwh@invest.beijing.gov.cn

China Council for the Promotion of International Trade (CCPIT)

No. 1, Fuxingmenwai Street, Xicheng District
Beijing, China 100860
Tel: +86 (0)10 8807 5000



Things to consider for choice of location

- Target client**
(disposable income, age, gender)
- Local government**
(support system, effectiveness in approving licences)
- Logistics**
(proximity to ports/airports, warehouse)
- Local climate**
- Resources**
(human and raw materials)

Ten fast-growing cities

China has 23 provinces, 5 autonomous regions, 4 municipalities and 2 Special Administrative Regions.

The markets in China are heterogeneous, regionally divided and diverse in terms of income levels, taste and sophistication. New businesses wishing to enter the Chinese market should not expect to access the entire market in one go and instead should keep an open mind and consider some of the faster growing lower-tier cities.

The vast majority of British businesses have headquarters in either Shanghai (39%) or Beijing (37%). Markets in these first-tier cities are saturated and highly competitive, and so do not necessarily offer the best opportunity for a company considering China entry, unless you are already a well-established international brand.

Airlines that fly direct to China

Air China
British Airways
China Eastern
China Southern
Hainan Airlines

When are flights cheapest?
November, February and March

How long does the flight take?
Between 11 and 13 hours



Key British Leaders for Business



英国文化教育协会
英国大使馆文化教育处

The British Council

UK's international organisation for cultural relations and educational opportunities.



Sir Ciarán Gearoid Devane
Chief Executive of the British Council



Matt Burney
Director of the British Council in China and Minister (Culture and Education) at the British Embassy in Beijing



British Chambers of Commerce (BCC)

The national representative body of 52 Accredited Chambers of Commerce across the UK. The Chambers represent over 70,000 businesses in all sectors and run regular campaigns to highlight issues of concern for businesses.



Adam Marshal
Director General of British Chamber of Commerce



Anne-Marie Martin
Director Global Business Network of British Chamber of Commerce



British Chamber of Commerce in China

Membership organisation for British business focused on boosting UK-China trade and investment.



St John Moore
Chairman of the British Chamber of Commerce in China



Steve Lynch
Managing Director of the British Chamber of Commerce in China



Department for
International Trade

Department for International Trade

The UK's international economic department responsible for international trade and investment.



Elizabeth Truss
Secretary of State for International Trade and President of the Board of Trade



John Edwards
HM Trade Commissioner for Hong Kong and the Head of Department for International Trade (DIT) in Mainland China, Hong Kong and Macau



British Embassy
Beijing

British Embassy Beijing

The chief diplomatic mission of the United Kingdom in the People's Republic of China. It is one of Britain's largest overseas embassies.

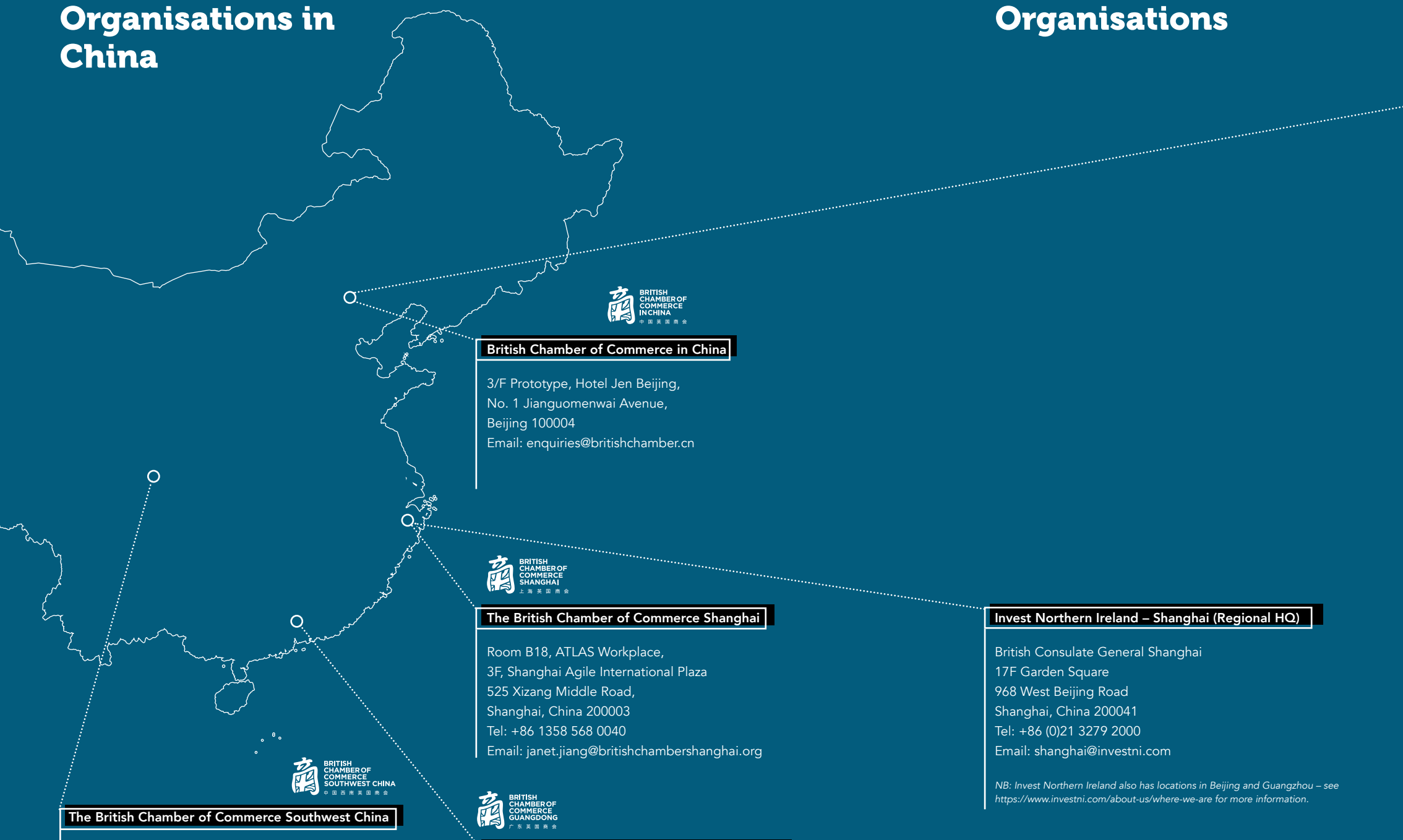


Caroline Wilson
British Ambassador to the People's Republic of China



Key British Organisations in China

Other Key Organisations



The British Chamber of Commerce Southwest China

Room 4-109, WeWork,
No. 31 Zongfu Road,
Chengdu, China 610000
Tel: +86(0)28 68305159
Email: info@britchamswchina.org

The British Chamber of Commerce Guangdong

Unit 2201B, International Finance Centre,
No. 5 Zhujiang Xi Road, Tianhe District,
Guangzhou, China 510623
Tel: +86(20) 8331 5013
Email: admin@britchamgd.com

The British Chamber of Commerce Shanghai

Room B18, ATLAS Workplace,
3F, Shanghai Agile International Plaza
525 Xizang Middle Road,
Shanghai, China 200003
Tel: +86 1358 568 0040
Email: janet.jiang@britishchambershanghai.org

British Chamber of Commerce in China

3/F Prototype, Hotel Jen Beijing,
No. 1 Jianguomenwai Avenue,
Beijing 100004
Email: enquiries@britishchamber.cn

Invest Northern Ireland – Shanghai (Regional HQ)

British Consulate General Shanghai
17F Garden Square
968 West Beijing Road
Shanghai, China 200041
Tel: +86 (0)21 3279 2000
Email: shanghai@investni.com

NB: Invest Northern Ireland also has locations in Beijing and Guangzhou – see <https://www.investni.com/about-us/where-we-are> for more information.

Department for International Trade (Beijing)

British Embassy
11 Guanghua Road
Beijing, China 100600
Tel: +86 (0)10 5192 4000
Email: commercialmail.beijing@fco.gov.uk

British Council Beijing Office

Cultural and Education Section, British Embassy 4/F Landmark
Building Tower 1,
8 Dongsanhuan Beilu,
Beijing, China 100004
Tel: +86 (0)10 6590 6903

China Britain Business Council (CBBC)

The British Centre, Room 1001, China Life Tower,
16 Chaoyangmenwai Avenue,
Beijing, China 100020
Tel: +86 (0)10 8525 1111
Email: enquiries@cbbc.org.cn

Confederation of British Industry (CBI) China

1006B China Life Tower
16 Chaoyangmenwai Ave
Beijing, China 100020
Tel: +86 (0)10 8525 3100
Email: infochina@cbi.org.uk

Scottish Development International – Beijing

British Embassy Beijing, 11 Guanghua Road,
Chaoyang District, Beijing
Tel: +86 13501777191

British Chambers of Commerce in the UK

- Aberdeen & Grampian Chamber of Commerce
- Ayrshire Chamber of Commerce
- Barnsley & Rotherham Chamber of Commerce
- Bedfordshire Chamber of Commerce
- Black Country Chamber of Commerce
- Business West Chambers of Commerce
- Cambridgeshire Chambers of Commerce
- Cornwall Chamber of Commerce
- Coventry & Warwickshire Chamber of Commerce
- Cumbria Chamber of Commerce
- Devon & Plymouth Chamber of Commerce
- Doncaster Chamber of Commerce
- Dorset Chamber of Commerce and Industry
- Dundee and Angus Chamber of Commerce
- East Lancashire Chamber of Commerce
- East Midlands Chamber of Commerce
(Derbyshire, Nottinghamshire, Leicestershire)
- Edinburgh Chamber of Commerce
- Essex Chambers of Commerce
- Fife Chamber of Commerce
- Glasgow Chamber of Commerce
- Greater Birmingham Chambers of Commerce
- Greater Manchester Chamber of Commerce
- Guernsey Chamber of Commerce
- Hampshire Chamber of Commerce
- Herefordshire & Worcestershire Chamber of Commerce
- Hertfordshire Chamber of Commerce
- Hull & Humber Chamber of Commerce
- Inverness Chamber of Commerce
- Isle of Man Chamber of Commerce
- Isle of Wight Chamber of Commerce
- Jersey Chamber of Commerce
- Kent Invicta Chamber of Commerce
- Lincolnshire Chamber of Commerce
- Liverpool & Sefton Chambers of Commerce
- London Chamber of Commerce and Industry
- Mid Yorkshire Chamber of Commerce and Industry
- Norfolk Chamber of Commerce
- North East England Chamber of Commerce
- North & Western Lancashire Chamber of Commerce
- Northamptonshire Chamber of Commerce
(incorporating Milton Keynes Chamber)
- Northern Ireland Chamber of Commerce and Industry
- Renfrewshire Chamber of Commerce
- Sheffield Chamber of Commerce and Industry
- Shropshire Chamber of Commerce
- Somerset Chamber of Commerce
- South Cheshire Chamber of Commerce and Industry
- South Wales Chamber of Commerce
- St Helens Chamber
- Staffordshire Chamber of Commerce & Industry
- Suffolk Chamber of Commerce
- Surrey Chambers of Commerce
- Sussex Chamber of Commerce
- Thames Valley Chamber of Commerce Group
- West Cheshire and North Wales Chamber of Commerce
- West & North Yorkshire Chamber of Commerce
- Wirral Chamber of Commerce



British Chamber of Commerce in China

Advocacy



As the voice of British business in China, BritCham China advocates on behalf of our members to both the British and Chinese governments in order to better direct trade relations. We foster dialogue between business and government in order to make our members’ voices heard and influence policy decisions, both to address existing challenges and to unlock new opportunities in China’s business environment. Our advocacy work supports member business of all sizes and across all sectors.

The British Business in China: Position Paper is an annual report created by BritCham to provide advocacy and representation on behalf of member companies operating in China. The paper highlights changes in major industries in the past year, the key regulatory challenges faced by companies in those industries and the opportunities available for British businesses in the market.

BritCham also releases an annual **Business Sentiment Survey**, which collates the views of member companies on their outlook on the China market that year. Companies provide their thoughts on a range of topics, including their investment plans, current affairs and the regulatory challenges in their sector.

Combined with market entry information from elsewhere, the analyses presented in our advocacy reports provide vital background information for businesses considering moving into China.

Both the Position Paper and Sentiment Survey are available for free download from our website.

China has seven public holidays every year: New Year's Day, Chinese New Year (Spring Festival), the Qingming Festival (Tomb Sweeping), Labour Day, Dragon Boat Festival, Mid-Autumn Festival and National Day. For Chinese New Year and National Day, people normally have three days off, with only one day off for the other annual holidays.

Holidays

2021

New Year's Day	1 Jan
Chinese New Year (Spring Festival)	25 Jan
The Qingming Festival (Tomb Sweeping)	4 Apr
Labour Day	1 May
The Dragon Boat Festival	14 Jun
The Mid-Autumn Festival	21 Sep
National Day	1 Oct

Annual Events

China International Import Expo

The CPPCC National Committee and NPC plenary sessions (Two Sessions)

Boao Forum

China Development Forum

Anniversaries

100th anniversary of the founding of the Communist Party of China Assembly
1 July 2021

20th anniversary of China's accession to the WTO
11 December, 2021

CHINA EXPORT ACCELERATOR

Exporting has always required knowledge and networks - but never more so than today.

If you are reading this, the chances are that you're already exporting to numerous markets around the world.

You know that to export goods and services to China requires a range of skills, knowledge and contacts.

This is particularly true now, as geopolitical dynamics and accelerated digitisation, driven by COVID-19, are combining to reshape the risks and rewards of exporting to China today.

The China Export Accelerator is a part-time, six week programme combining the best China advisory services with world-class executive education from China's leading business school: CKGSB.

Our objective is to increase your profits and reduce your risks, whilst building your China capability. And the modular, part-time design allows you to stay on top of your work responsibilities and participate in sessions remotely from anywhere in the world.

To download the brochure or to book an appointment to find out more, visit our website www.asiability.co.uk

China remains the largest market in the world, with a 1.4 billion strong consumer and 40 million business customer base.

Make it work for you.



LET'S GROW YOUR BUSINESS WITH
CHINA TOGETHER



- Increase effectiveness through our 8 step export diagnostic.
- Reduce risk by up-skilling employees through certificated executive education.
- Develop your business with the most experienced China advisory team in the world.
- Get the technical knowledge, professional guidance and academic knowledge you need to succeed in one hit.

British Chamber of Commerce in China Signature Events



CHINA NOW



March 2021

Sustainability Summit

BritCham China's Sustainability Summit 2021 in partnership with the WorldEconomic Forum intends to promote how business, government and society can 'build back better' after the pandemic and support the United Nations Sustainable Development Goals.

China Now 2021: Business Outlook

This is an annual conference that the British Chamber organises which breaks down the Two Sessions/Lianghui but also examines the wider domestic and international outlook of China.

May 2021

Beijing Highland Games

Celebrating the best of Scotland. The Beijing Highland Games is a family fun day promoting Scottish food, drinks and culture. In 2020 we were joined by over 1,200 attendees with celidh dance performances and tug-o-war competitions.

June 2021

Annual General Meeting (AGM)

The AGM is a pivotal event as BritCham China members elect the new Executive Committee that will set the direction for the Chamber for the year ahead.

August 2021

Employability Month

One month of diverse activities and events designed to promote employability and effective recruitment for all parts of the workforce in China – from interns and recent graduates to experienced professionals – with a strong focus on British businesses operating in China and on graduates & alumni of UK universities.



September 2021

China Social Impact Awards (CSIA)

In 2019 the BritCham China, in collaboration with the United Nations and other major international business organisations held the first ever China Social Impact Awards to recognise and celebrate the incredible contributions companies have made to social change here in China. The Awards are influenced by the UN's 17 Sustainable Development Goals, companies will compete for 7 different awards. Each award will be available to companies in two categories, large corporates and SME. The winners will be selected by an independent judicial panel of experts.

Young Professionals

Development Programme (YPDP)

The Young Professionals Development Programme is a high-profile training opportunity that aims to elevate young professionals' key employability skills, develop UK-China relations, and benefit both businesses and their emerging young talent. This series of events and workshops take place from September to December annually.

October 2021

Beijing British Ball

The British Ball is an annual event and one of the biggest gatherings in Beijing for good causes. In 2020 the Ball supported Education Girls of Rural China (EGRC) and raised over RMB 200,000 to supporting girls in rural China attending high school.

November 2021

British Christmas Market

Celebrate Christmas 2020 with families and friends from the British Embassy and the British business community.

December 2021

British Chamber Christmas Party

The Chamber's Christmas party is a celebration of our membership, and the event highlights the Chamber influence among the business community. The party brings together company executives at the heart of Sino-British trade and investment.

Chamber Services & Membership Benefits

Pay-per-use Services

(available to Members and non-Members)

- Translation Services
- Performed by our carefully selected partner suppliers at competitive rates
 - Company Registration Check Report
 - A report to confirm official registration in China and basic background information to help you complete due diligence checks on partners and suppliers in China
 - Checks performed by the Chamber staff, with an English language summary supplied in addition to the original Chinese language report

Please contact enquiries@britishchamber.cn to gain a cost-effective quotation to meet your needs.

Chamber Membership Benefits

Connectivity, Networking & Events

- Reduced price or free entry to all Chamber events. Access to exclusive member events.

Business briefings & sector-specific business events; seminars, webinars & workshops; networking sessions; gala dinners & awards ceremonies; social & cultural events.

- Listings in our member directory; member-to-member introductions

- Access to the Young Professionals’ Development Programme (YPDP)

Business & Marketing Support

- Sector-specific market summaries, business news updates and introductions to industry experts

- Full access to BritCham China reports and content

- Free online member news & event postings – with a wide reach through our e-mail newsletter, LinkedIn feed and WeChat (Chinese social media) subscribers

- Sponsorship opportunities for high-profile BritCham China events

- Free job postings on BritCham China website

Advocacy

- Full participation in BritCham China’s advocacy work, including input to our annual Business Sentiment Survey and Position Paper, providing in-depth analyses of challenges and opportunities for member businesses operating in China informed by a rigorous consultative research process with the membership. The findings of these documents are used by the Chamber to lobby the highest levels of British and Chinese government to influence changes in policy and legislation to benefit our members.

- Access to other policy-related work includes Policy Insight articles, Market Reviews and Member Surveys to provide up-to-the-minute insights into business operation in China.

Please contact enquiries@britishchamber.cn to gain a cost-effective quotation to meet your needs.

Membership of the British Chamber of Commerce in China



Once you’d made the decision to start operating in China, membership of a chapter of the British chambers of commerce in China is the next step to provide access to a range of business support services and other valuable member benefits. If your Chinese operations will have a presence in Beijing or have a national outlook, membership of the British Chamber of Commerce in China is the natural choice as we’re based in the capital, near to both government and the national headquarters of many major British businesses. If you’ll be based elsewhere in the country, also consider membership of our partner chapters in Shanghai, Guangdong or Chengdu (Southwest China).

At the British Chamber of Commerce in China (based in Beijing), our membership scheme is designed to suit businesses of all sizes and industry sectors and we always welcome new members to join our network of British businesses operating in China.

Membership Category	Annual Membership Fee	Description
Sustaining	RMB 40,000	Our premium membership grade open to any business wishing to support the chamber at a higher level, unlock exclusive premium benefits and access increased visibility & branding
Corporate	RMB 20,000	For businesses with global annual turnover of GBP 7 million or more
Medium	RMB 10,000	For businesses with global annual turnover of GBP 2 million to GBP 7 million
Small	RMB 5,000	For businesses with global annual turnover of less than GBP 2 million
Hotel & Partner	RMB 15,000	For partner businesses that host or support Chamber events on a regular basis
UK Universities	GBP 1,000 (or RMB equivalent)	Memberships for UK Universities to access a tailored set of benefits for the University and its students/graduates/alumni

Membership runs for a full year from the date of joining.

Member benefits are available to all employees of the member business.

You can find more or apply for membership by visiting <https://www.britishchamber.cn/en/become-a-member/> or by e-mailing membership@britishchamber.cn

Future Sponsorship Opportunities

The British Chamber of Commerce in China brings the British community together with a wide range of exciting and engaging activities and events. Sponsorship and/or partnership opportunities for our signature events are available to put your company at the forefront of the British business community.

Please contact enquiries@britishchamber.cn for more information!



Useful Sources of Information

British Chamber Policy Insights

www.britishchamber.cn/en

EU SME Centre Reports and Guidelines for Industries and Sectors

www.eusmecentre.org.cn/

China British Business Council Business Handbook

www.cbbsc.org/

DIT Guidance on Exporting to China

www.gov.uk/guidance/exporting-to-china-after-eu-exit

www.great.gov.uk/markets/china/

<https://www.gov.uk/government/publications/overseas-business-risk-china/overseas-business-risk-china>

World Bank Group Doing Business in China 2020

www.doingbusiness.org/content/dam/doingBusiness/country/c/china/CHN.pdf

For updates and information from the Chamber regarding the COVID-19 outbreak in China, please refer to the British Chamber of Commerce in China's dedicated information page and official statement.

SPOTLIGHT
Savills Research

China Real Estate Market - 2020

Reimagining
Real Estate 2020



Reimagining Real Estate
2020

Savills



BRITISH
INDEPENDENT
SCHOOLS
IN CHINA

问创教育 在华英国私立学校

Annual Report 2020
2020 年度报告

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- Map of UK British Independent Schools Represented in China | 英国独立学校分布图
- Map of China British Independent Schools Across China | 在华英国独立学校分布图
- Map of UK British Independent Schools Due to Open | 拟入读英国独立学校名单
- Map of China British Independent Schools Due to Open in 2020 | 拟在2020年入读的在华英国独立学校名单
- British Independent Schools Directory | 在华英国独立学校目录
- Advice for UK Education Suppliers | 对华英国教育供应商的建议

British Independent
Schools in China –
Annual Report 2020

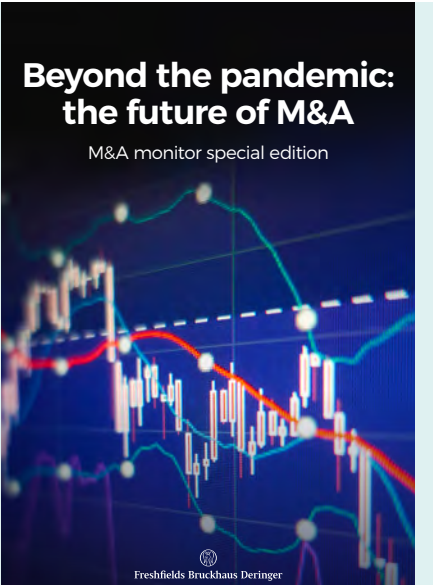
Venture Education

Digital
Transformation

Typhoon Consulting

Beyond the pandemic:
the future of M&A

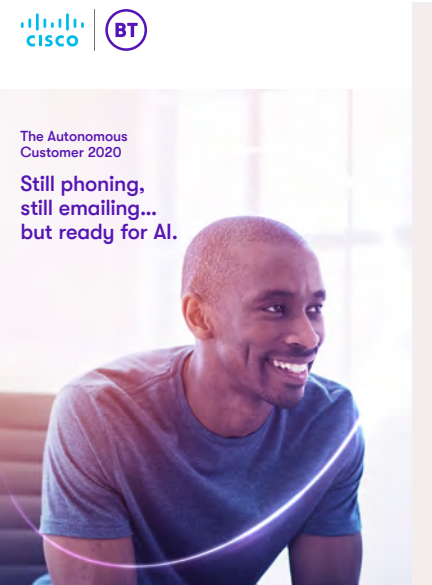
M&A monitor special edition



Freshfields Bruckhaus Deringer

Beyond the pandemic:
the future of M&A

Freshfields




The Autonomous
Customer 2020

Still phoning,
still emailing...
but ready for AI.

The Autonomous
Customer 2020

BT



NEW
FRONTIERS

PROSPECTS FOR REAL ESTATE ALONG
THE BELT AND ROAD INITIATIVE

SPECIAL FOCUS:
Southeast Asia Industrial & Logistics

New Frontiers: The
2019 Report

Knight Frank



Doing Business in China

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International Accountants

Doing Business in China

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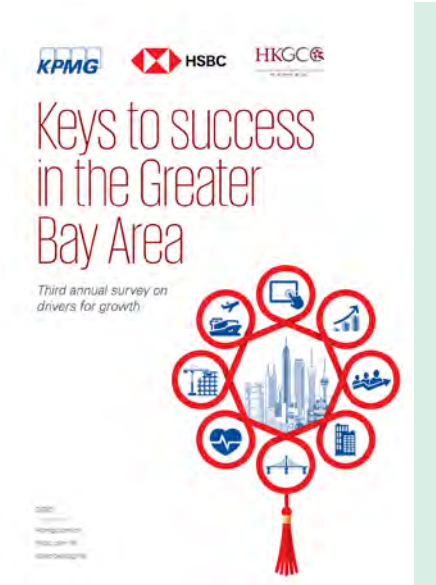


How can NextGens act
as agents of change
amid digital disruption?

PwC's Global NextGen Survey 2019
China Report

Global NextGen Survey
2019

PwC

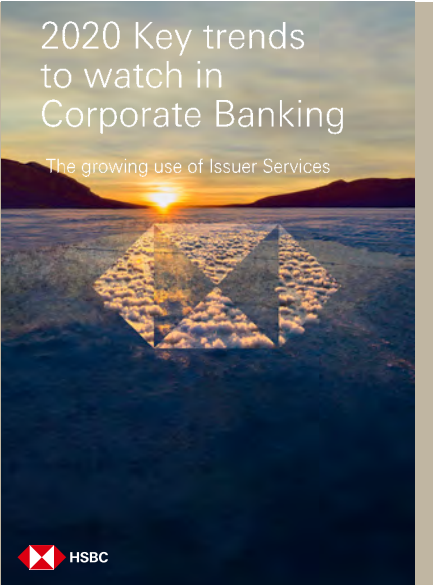


Keys to success
in the Greater
Bay Area

Third annual survey on
drivers for growth

Keys to Success in the
Greater Bay Area

KPMG



2020 Key trends
to watch in
Corporate Banking

The growing use of Issuer Services

HSBC

2020 Key trends to
watch in corporate
banking

HSBC



Department for
International Trade

Analysis of
Chinese
Education
Policies

Analysis of Chinese
Education Policies

Venture Education & DIT



trade20
The rising stars
of global trade

Trade20: The rising
stars of global trade

Standard Chartered

Reports by Member companies



Software Copyright Litigation in China:
How Have Foreign Companies Fared in Chinese Courts?

Rouse Authors:
Chris Bailey - Principal
Douglas Clark - Principal & Global Head of Dispute Resolution

Lusheng Law Firm (Member of the Rouse Network) Authors:
Wendy Jiang - Partner
Ada Tian - Head of China Research Unit



Software Copyright Litigation:
How Have Foreign Companies Fared in Chinese Courts?

Rouse
IP



BRITISH INDEPENDENT SCHOOLS IN CHINA
Annual Report 2021

British Independent Schools in China – Annual Report 2021

Venture Education
Education and Training




Navigating the rising tide of uncertainty

23rd Annual Global CEO Survey China Report

pwc 普华永道

Navigating the rising tide of uncertainty: 23rd Annual Global CEO Survey China Report

PwC
Financial and Professional Services



NEW FRONTIERS
PROSPECTS FOR REAL ESTATE ALONG THE BELT AND ROAD INITIATIVE

SPECIAL FOCUS:
Southeast Asia, India & Logistics

2019 New Frontiers: Prospects for real estate along the Belt and Road Initiative

Knight Frank
Construction & property

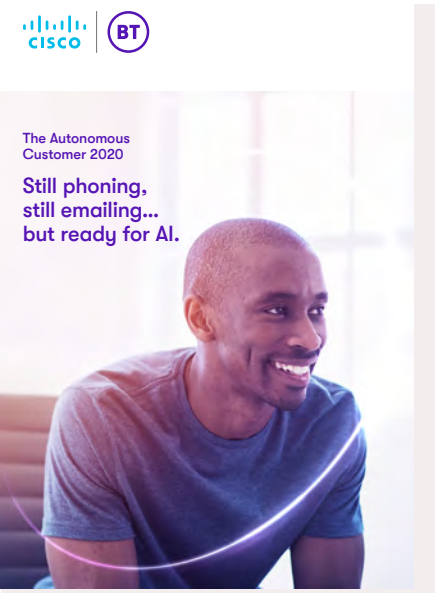


Beyond the pandemic: the future of M&A
M&A monitor special edition

Freshfields Bruckhaus Deringer

Beyond the pandemic: the future of M&A

Freshfields Bruckhaus Deringer
Legal Services



The Autonomous Customer 2020
Still phoning, still emailing... but ready for AI.

The Autonomous Customer 2020

BT
IT




Doing Business in China
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LEHMANBROWN
雷博國際會計
International Accountants

Doing Business in China

Lehman Brown
Financial and Professional Services



NEWSLETTER
PANAWELL INTELLECTUAL PROPERTY
2020.1 QUARTER

Panawell Intellectual Property Newsletter

Panawell & Partners LLC

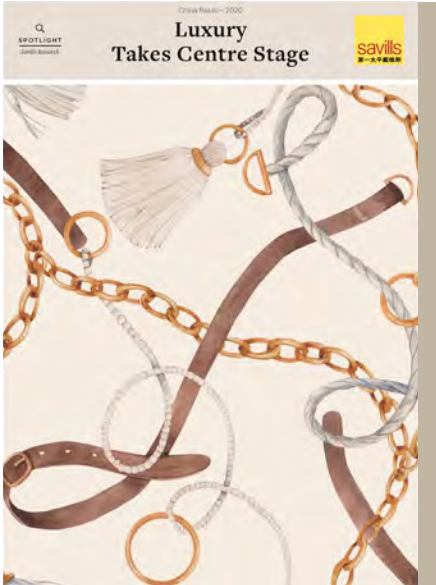


Catalyst for change
Sustainable finance developments across Asia Pacific

KPMG E&S&N

Catalyst for change Sustainable finance developments across Asia Pacific

KPMG
Financial and Professional Services



Luxury Takes Centre Stage
China Retail - 2020

Spotlight Savills

Luxury Takes Centre Stage: China Retail - 2020

Savills
Construction & Property




VIEWPOINT
Market Commentary

BlueStar AMG Momentum

Market Report Q1 2020

BlueStar AMG
Financial and Professional Services



trade20
The rising stars of global trade

Standard Chartered

Trade20: The rising stars of global trade

Standard Chartered
Banking

The purpose of the guide is to highlight the potential and opportunities. the members are the people who are the people you need to speak to, 40 years of knowledge and experience of how to enter and then thrive in the market. Genuine business to business cooperation.

Member Directory

If you are a UK company considering an entry to the Chinese market or looking to grow and thrive, this directory provides a list of service providers who can support your journey.





Banking

8 Things to Know

- 1

The banking sector is one of fastest growing and dynamic sectors in China. Over the years, it has continued to witness constantly evolving reform and opening-up, forming an increasingly mature and prudential regulatory framework.
- 2

The Big Four domestic banks hold huge market share in the sector with proportional dominance within the sector. Despite their small market share, UK banks have significant influence, leading many discussions regarding the macro-economy, risk management, compliance, network & connectivity and others.
- 3

UK banks have been proactively tapping into the vast opportunities of the China banking sector by advocating their international expertise, working with Chinese regulators to further the opening-up of market, getting access to more niche markets, and obtaining more licenses. The China market remains a strategically important one for the leading UK banks.
- 4

With the increasing number of regional development initiatives in China such as Jing-Jin-Ji, the Yangtze River Delta and the Greater Bay Area, UK banks foresee great opportunities in these regions and remain well committed to their growth in these regions.
- 5

Leveraging their global footprints and well-established business corridors, UK banks are in a unique position to support Chinese companies, especially in exploring the huge business opportunities along the Belt & Road markets.
- 6

The outlook for sustainable or green finance unveils great possibilities for UK banks, which will allow them to build upon their sound international credentials and capabilities.
- 7

It is always important and beneficial for UK banks to constantly engage with key financial regulators, associations, chambers and academics from both China and the UK.
- 8

Despite of the myriad negative impacts caused by COVID-19, this is also a time for UK banks to review their business strategies and regroup their resources to further their commitments to the China market.

Banking



HSBC Bank (China) Company Limited

www.hsbc.com.cn
www.business.hsbc.com.cn/en-gb/email-us
+86 1059998888

Standard Chartered

www.sc.com/cn/en/
Ricky.Yin@sc.com
+86 1059182081

HSBC Bank (China) Company Limited started operations on 2 April 2007 as a locally incorporated foreign bank. It is owned by the Hongkong and Shanghai Banking Corporation Limited, the founding member of the HSBC Group, which was established in Hong Kong and Shanghai in 1865. HSBC China incorporated the previous Mainland offices of its parent.

Standard Chartered is a leading international banking group, with a presence in 59 of the world's most dynamic markets, and serving clients in a further 85. More than 75% of our global footprint overlaps with the Belt & Road markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered is one of the oldest foreign banks in China, with its first branch in Shanghai set up in 1858 and continuous operations thereafter. We were among the first batch of foreign banks locally incorporated in China in 2007. We have outlets across 29 coastal and in-land cities in China, a testimony of our long-term commitment to China.

Standard Chartered has established a unique position in serving SME in China for over 15 years and our products and services have really evolved over time. Essentially, our clients look to us for holistic, end-to-end banking services. These include everything from lending, such as unsecured business loans, commercial mortgages, working capital and trade finance. We also offer critical day-to-day services, such as payments and collections, deposits, insurance referrals and foreign exchange. We make banking easy, quick and transparent, so you can focus on what matters most to you and grow your business.

Construction & Property

8 Things to Know

- 1** China's housing market is the largest in the world: in 2018, primary residential sales reached 12.6 trillion yuan (\$1.9 trillion) according to China's National Bureau of Statistics.
- 2** UK's leading architects, designers and construction consultants are responsible for some of the most iconic developments across the country.
- 3** While investors and developers face no access barrier to purchasing real estate in China, foreign individuals can only buy one residential unit for owner occupation.
- 4** Obtaining licences is the largest challenge for UK firms in China, with notable challenges for engineers and architects to get Grade-A design licences.
- 5** With initiatives like Jing-Jin-Ji in the north and the Greater Bay Area in Guangdong, Chinese policy makers are looking at city cluster development.
- 6** In a number of built environment disciplines, most notably engineering, architecture and urban planning, there is a lack of mutual recognition of qualifications.
- 7** The huge outbound investment of Chinese contractors along the Belt and Road provides opportunities for UK firms to partner them in third country markets.
- 8** As the market continues to mature, UK professionals in the sector have the opportunity to help advise on the future development of China.

Construction and Property

Market Entry Guide and Directory



John Swire & Sons (China) Ltd.

www.swire.com
charlesliu@swire.com.cn
+86 1084864013



Knight Frank (Shanghai) Property Consultants

www.knightfrank.com.cn
katherine.lu@cn.knightfrank.com
+86 20 3877 1477 (Pudong);
+86 21 6032 1788 (Puxi)



Savills

www.en.savills.com.cn
ivy.li@savills.com.cn
+86 1059252288

Berkeley Group builds beautiful, successful places, blending homes, parks and public realm with great facilities to create fantastic communities where people love to live. We work together with trusted partners to tackle the shortage of good quality homes. And we make a lasting contribution to the landscape and to the communities we help create. We have built 19,500 homes in the last five years, across London, Birmingham and the South of England.

Our Hong Kong business was established in 1972. Since then we have expanded to provide complete coverage across Greater China. We now operate offices in Hong Kong, Beijing, Shanghai, Guangzhou, Shenzhen, Taipei and Macau. With over 40 years' local experience, Knight Frank is a renowned provider of property-related services in Greater China. Advising clients ranging from individual private investors, clients and homeowners to major developers and investors, we put teamwork, innovation and our passion for property at the heart of everything we do, striving to go the extra mile to exceed our clients' expectations.

Founded in 1855, Savills is a leading global real estate advisor listed on the London Stock Exchange, with over 600 offices worldwide, employing 39,000 people across Europe, Asia Pacific, Americas, Africa and the Middle East.

Savills is the UK's No.1 agency group by turnover, providing comprehensive specialist expertise and solutions across office, retail, residential, hospitality, industrial, leisure, medical, rural and mixed-use development schemes around the world.

Since entering China in 1995, Savills has established a strong presence in the country, employing over 9,000 people across 18 offices offering targeted, results-driven transaction, management and consultancy services to tenants, owner-occupiers, investors and developers, while providing unrivalled market access, knowledge and insight.

Construction and Property



探所 TANSUO

Sino-UK (Dalian) Advanced Manufacturing Industry Park

www.sudlip.com
investment@sudlip.com
+86 41189120508

Tansuo

www.tansuochina.com/go.php
kim@tansuochina.com
+86 18600594226

Located in China's traditional North Eastern industrial heartland, the Sino-UK Advanced Manufacturing Park welcomes UK enterprises looking for a long-term strategic base to develop their business in China. The park has particular focus on the automotive industry, advanced manufacturing, new materials, biomedicine and Intellectual property protection, per which, can provide top-class facilities across its 20 square km footprint. UK enterprises can also benefit from the park's financial & tax support and leading business services. The park welcomes all enquiries about its facilities and the practicalities of setting up in China's development zones in general. The park is successively awarded the title of 'National High-Tech industry new material base', 'National housing industrialization base' and 'Liaoning province Financial Innovation Laboratory'. There are more than 130 institutes and colleges, 53 thousand postgraduate masters and doctors, 360 thousand undergraduates, 100 thousand vocational students. Abundant intellectual and high-skilled resource supply is a key guarantee for industrial development.

If you're looking for office space in China then try out Tansuo. Their platform covers over 200 cities across China, and enables you to send your requirements to every office space in a selected area and receive a list of customized offers from each one.





Education & Training

8 things to know

- 1** The Greater Bay Area, Hainan and, to a lesser extent, Jiangsu, are all currently encouraging UK education companies.
- 2** 93% of Chinese families have paid for afterschool tutoring. The market is large but hyper-competitive.
- 3** Any UK market entry into China needs to have a comprehensive plan for localisation, in-person training procedures and accreditation.
- 4** UK institutions hoping to partner in China need to have a clear set of desired outcomes and be willing to stick to them.
- 5** Teacher training and recruitment will see enormous growth, but will be dominated by those with an existing presence in the market.
- 6** International and bilingual schools can be a good first entry point; however, they are inundated with offers every day: be creative!
- 7** The state sector is virtually impossible to enter, due to a combination of procurement hurdles, official budgets and hidden barriers.
- 8** Understanding USPs is essential. These can include defensible IP, heritage, associations, proven efficacy and closed systems.

Education and Training



Beijing Eurus Consultancy Limited

www.eurusrecruit.com
info@eurusrecruit.com
+86 1065858665

British Council

www.britishcouncil.org
CentralMarketingandCommunications@britishcouncil.org
+86 1065906903

Eurus is a teacher recruitment consultancy supplying teachers to International and Bilingual school clients across China. Eurus brings a focus of care and high standards to the recruitment process. Our teachers are carefully selected and vetted by our bespoke processes to match with schools' expectations and standards. Eurus offers not only opportunities of placements to our teachers, but we identify their training needs during our vetting process and offer a range of resources through our carefully selected training partners. This creates a roadmap for all our teachers to professionally develop in areas such as English Language, Pedagogy and Soft Skills to prepare them for the next stages of their career.

The British Council is the UK's international organisation for cultural relations and educational opportunities. We build connections, understanding and trust between people in the UK and other countries through arts and culture, education and the English language. Last year we reached over 80 million people directly and 791 million people overall including online, broadcasts and publications.

Founded in 1934 we are a UK charity governed by Royal Charter and a UK public body. We receive a 15 per cent core funding grant from the UK government.



IQBar Education and Technology (Beijing) Limited

www.iqbar.net
helen@iqbar.net
+86 1058690012

We have a fully tailored platform for teachers and schools to use for them to be able to connect with their students, in a one-to-one, group or seminar format, anywhere at any time. We provide training and services for you to succeed in the transition to online teaching as well as providing a success manager experienced in the Chinese market to guide you through the processes. For those new to online teaching or looking to expand further, we offer course development services in which we can provide materials or adapt your materials to an online learning environment suited to Chinese students to ensure maximum engagement and accessibility from any device.

The Leadership Group

www.theleadershipgroup.asia
info@theleadershipgroup.asia
+86 1085235176

Our mission is to transform leadership, team and organisation effectiveness, for good.

What we do

- We are a consulting company specialising in organisation and leadership transformation (significant change which does not change back).
- We help organisations more effectively define and execute their strategy, and build the culture and way of working that they need.
- We develop leadership capability and consciousness, enabling executives to effectively implement strategy, to lead and manage change, and to get results through their people.
- We rapidly transform team performance.

Why us

- Our approach has been proven to be effective across cultures and countries. In the last 5 years we have delivered projects successfully in 17 countries, mostly in Asia.
- Our team is world class and experienced.
- We are established and reliable.
- We are committed to, and have a history of, having every client as a reference.
- We have a proven track record working with leading organisations.

Venture Education

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Venture Education is a UK-China educational consultancy that supports the continued growth and empowerment of quality education in both countries. This includes research, market entry advisory, business development, partnerships, and mergers & acquisitions.

The Hutong

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Our organisation is comprised of three units:

- Our Cultural Exchange Centre - A mainstay of Beijing's top attractions for tourists and the expat community.
- Teambuilding - Helping organisations optimise performance, enhance cultural awareness and strengthen company culture.
- Experiential Education Travel Programs: Our largest team specialises in building and executing high-impact, interactive and educational travel programs for school groups around China, Hong Kong and Taiwan. Over the past decade, we have become renowned within the international school community as the top provider for the very best educational programming in China. In 2019 alone we had over 7000 students, across 150 programs, safely traveling to over 20 different provinces in China.

Mountains Of Imagination

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We help you enjoy presenting so you catch and hold your audiences attention by telling stories which bridge your benefits to your business success. We work with startups, managers and leaders

PFB-Associates Consultancy (China) Ltd.

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PFB-Associates Consultancy (China) Ltd was founded in 2004. Th main business includes finance and business consultancy; food and drink and education. As the official representative office of Harper Adams University in China, we have helped Harper Adams University establishing several successful China-British projects with famous agricultural universities in China, such as the undergraduate cooperative project with Beijing Agricultural University, such as Wuhan Huazhong Agricultural University, China Agricultural University and extra.

Financial and Professional Services



Financial & Professional Services

8 things to know

- 1

Foreign companies can own 100% of the equity in a company as long as the industry is not on the Negative List or there are no ministerial department special requirements. Companies can also establish a Representative Office, which operates as a branch, except it cannot conduct business, only liaison and support services. Business licenses are renewed annually.
- 2

Corporate governance for companies is the responsibility of the Directors (1 or more) and the Legal Representative (Chair or other senior persons), and the Supervisor of the Board (1 or more) whose role is to monitor on behalf of the shareholders the activities of the directors and company.
- 3

Companies have chops or seals for use in China, including the Company Chop, Finance Chop and Contract Chop. It is essential to keep these safe, to track their usage, and to implement segregation of duties to reduce risk of improper use.
- 4

Companies in China are required to prepare proper monthly accounts (or quarterly in some locations and with approval) under Chinese Accounting Standards and following the Government set chart of accounts. All companies have the same yearend, following the calendar year, and foreign companies are required to undertake an annual China Statutory Audit, tax reconciliation and yearly Corporate Income Tax filing.
- 5

Corporate Income Tax (CIT) rate is 25%, except for SMEs who can have reduced rates, and industries that fall into encouraged categories where a lower rate of 15% can be applied, or tax holidays might be available upon approval.
- 6

China has Value Added Tax (VAT), and companies are registered as either Small Scale (charged on sales with no offset of input VAT) or General VAT (offset input VAT from output or sales VAT). Local city taxes are applied to sales as a % of VAT.
- 7

Payroll, individual income tax and social welfare insurance are monthly in a similar way to Pay-As-You-Earn. The cost of social welfare is generally high compared to the UK's NI, and the floor, ceiling and percentages change annually and vary by location. It is better, therefore, to agree on gross salary with employees.
- 8

Foreign companies can establish a capital account, loan account, basic (current) account and foreign currency settlements bank accounts in China. Funds are brought into China in the form of registered capital, loan, and for payment for products or services, and paid out of China as dividends, loan repayment and interest, and for payment of productions or services.

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Abacare is an international insurance broker for over 20 years, under Datong Group, whose subsidiaries also include Datong Insurance Sales Service Co., Ltd., Datong Insurance Brokers Co., Ltd., Datong Insurance Surveyors & Loss Adjusters, Runxin Insurance Brokers Co. Ltd., Kuaibao Technology Co., Ltd., Hong Kong and Singapore ABACare Insurance Brokers Limited. and etc. Specializing in employee benefits, medical, travel, life, property, and liability insurance. We provide peace of mind to each of our individual clients, their families, and corporate clients. Our team of experienced insurance professionals is ready to advise the best in class advises and customized solutions for your company and family.

With trust, care, and integrity, we tailor-make insurance solutions to meet your total insurance needs.

AVIVA-COFCO Life Insurance Co., Ltd. (ACL) is a joint-venture between AVIVA group and COFCO Capital Investment Co., Ltd.. ACL commenced operation on January 1st, 2003 and now its registered capital has reached RMB2.95 billion. Holding to the ideas of financial stability and standardized operation, after years of strategic planning and market development ACL has stretched its business into 16 provinces/cities and over 80 major cities. ACL remains the 1st-tier player amongst JVs on both the premium scale and profitability. With AVIVA's more than 300 years of experience and COFCO's local expertise, ACL is devoted to providing comprehensive insurance protection and financial services for all customers.

Deloitte China provide a full range of audit & assurance, consulting, financial advisory, risk management and tax services, and work closely within Greater China, across Asia-Pacific and around the world to provide clients of every size with local experience and international expertise.



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To anyone who wants to enter China Market, EBS provide comprehensive services, such as company registration, legal and tax consultancy, HR and accounting outsourcing, market research services.

KPMG is a global network of professional services firms providing Audit, Tax and Advisory services. We operate in 147 countries and territories and have more than 219,000 people working in member firms around the world.

KPMG works with the top companies in every sector, both in China and globally. Our clients trust us to help them with their biggest challenges. KPMG China audit clients include the top players in the key industries in China. We run a large managed services centre in China for major banking players and serve top insurance companies for industry-leading digital transformation and innovation initiatives. KPMG Advisory leads the digital transformation - each year, with 250 people in Nanjing, KPMG Digital Ignition Centre (KDi) develop innovative digital solutions for clients. KPMG China, appointed as advisors or tax experts to many international bodies, is also one of the China's best employers in 2018 and 2019.

LehmanBrown is a licensed China-focused accounting, taxation and business advisory firm, operating dedicated offices in Beijing, Tianjin, Shanghai, Shenzhen, Guangzhou, Hong Kong and Macau, and with an extensive affiliate network throughout China and in over 100 countries worldwide.

LehmanBrown combines years of international expertise with practical China experience and knowledge, offering expert advice and support to both local and international clients. We are committed to providing individually tailored financial and business solutions for each of our clients, recognizing that each client is different. Through offering "whole of life" services, LehmanBrown offers clients assistance throughout every step of their business life cycle, from pre-conception to afterlife. LehmanBrown is registered with the PCAOB in the US and is able to conduct SEC work, as well as being accredited by accounting bodies in the UK and Australia.

At PwC, our purpose is to build trust in society and solve important problems. We are a network of firms in 157 countries with more than 276,000 people who are committed to delivering quality in assurance, advisory and tax services. PwC Mainland China, Hong Kong SAR, Macau SAR and Taiwan work together on a collaborative basis, subject to local applicable laws. Collectively, we have over 720 partners and over 20,000 people in total. We provide organisations with the professional service they need, wherever they may be located.

Our highly qualified, experienced professionals listen to different points of view to help organisations solve their business issues and identify and maximise the opportunities they seek. Our industry specialisation allows us to help co-create solutions with our clients for their sector of interest.

As a global investment manager, we help institutions, intermediaries and individuals across the planet meet their goals, fulfil their ambitions, and prepare for the future. We have a long history of adapting to suit the times and keeping our focus on what matters most to our clients.

We bring together people and data to spot the trends that will shape the future. This provides a unique perspective which allows us to always invest with conviction. We are responsible for £421.4 billion (€469.5 billion/\$536.7 billion) of assets for our clients who trust us to deliver sustainable returns. We remain determined to build future prosperity for them, and for all of society.

ISC Research supplies the most comprehensive, current and objective data and intelligence on the world's international schools. ISC Research is the leading provider of English-medium K-12 international school data, trends and intelligence. It has been collecting market intelligence and data on international schools throughout the world since 1994. Much of our data is gathered from primary sources (governments, established international schools, and market experts) by a team of skilled researchers, including a team of field researchers based in key locations of the world where international education is in most demand.



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In Asia and Africa, Prudential has been providing familiar, trusted financial security to people for over 95 years. Today, headquartered in London as well as Hong Kong, we are ranked top three in nine Asian markets with 15 million customers, 600,000 agents and access to 18,000 bank branches in the region.

Prudential is focused on opportunities in the most exciting growth markets in Asia and Africa. With access to over 5 billion people in both these regions, we are investing in broadening our presence and building our leadership in the life and asset management markets.

A key focus of our strategy is to establish mutually healthy and sustainable relationships to deliver the most innovative savings, health and protection solutions to people. Our strategic partnerships drive mutual growth, create financial benefits and provide success to our partners, investors and the communities where we operate.

At the core of what we DO is people. We are committed to making a positive impact on our customers, our employees and our communities by delivering the best savings, health and protection solutions to people so they can get the most out of life.

Tricor Consultancy (Beijing) Limited

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Asia Business Expansion Specialist.
Tricor Group (Tricor) is the leading business expansion specialist in Asia, with global knowledge and local expertise in business, corporate, investor, human resources & payroll, and corporate trust & debt services. Tricor provides the building blocks and catalyses every stage of clients' business growth, from incorporation to IPO. Tricor has had a rapid expansion through organic growth and development as well as partnerships, mergers and acquisitions.

The Group today has over 50,000 clients globally (including 20,000 clients in Chinese Mainland), a staff strength of over 2,700 and a network of offices in 47 cities across 21 countries / territories. Our client portfolio includes over 1,500 companies listed in Hong Kong SAR and Mainland China, 500 companies listed in Singapore and Malaysia, and more than 40% of the Fortune Global 500 companies, as well as a significant share of multinationals and private enterprises operating across international markets.

In March 2017, the Permira Funds became the controlling shareholder of the Tricor Group, alongside management.

The Property I.C

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The Property I.C makes the complicated world of property investment into an easy to understand one, sourcing UK buy to let investments of the highest standard. We deliver comprehensive support management and resale. We believe in socially responsible investing and a significant percentage of our service fee is donated to homeless organisations in the areas that we invest in.

ZO&CO

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ZO&CO is an independent financial advisory group specialising in cross-border M&A cases and financing cases, currently with head office at London, and presence in Beijing, Shanghai, Hong Kong, and Geneva.



Freight, Logistics and Relocation Services



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An international freight forwarder and logistics service provider, we provide integrated logistics services close to market opportunities to meet different customer needs.

8 things to know

- 1

China's logistics market in China is the largest in the world, and is expected to continue growing due to the further development of infrastructure and transportation links, increased policy support, upgraded warehousing and storage and increased digitalisation of the industry.
- 2

The China consumer market is expected to reach RMB 112 trillion (GBP 12 trillion) by 2030, and logistics developers, investors and tenants plan to increase investments in Grade A logistics in China in the next five to ten years.
- 3

For a B2C direct shipping channel, products need to be pre-registered with the customs authorities. The initial process can be lengthy, but is necessary for committed players in the market.
- 4

It generally takes 1-2 days for customs authorities to approve personal shipments. For direct B2C models, shipments can generally pass through within a day since the items will already have been pre-registered.
- 5

A foreign company needs to have a legal China entity to act as the consignee for direct B2C shipping clearances. A presence on the ground can also makes things easier when dealing with payments and fund settlement.
- 6

Unlike European and American markets, consumers in China expect logistics services to be on-demand and free and do not expect to pay extra for these features, as per existing models provided by Alibaba's Cainiao Network and JD Logistics.
- 7

Duties and taxes for B2C direct shipments usually consist of a discounted VAT plus consumption tax, making them lower than rates for a personal shipment.
- 8

The sector is rapidly digitalising, using big data, 5G networks and automation in order to efficiently manage the massive demand on logistics services in China.



Information Technology (IT) and Telecommunications

Information Technology (IT) and Telecommunications



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8 things to know

- 1** Although China's internet penetration rate is only 60% (compared with 89% in the United States), there are three times more internet users than in the United States. Currently, more than 583 million people in China use their phones to pay for goods and services; this is more than the population of the US.
- 2** According to the Global Financial Markets Association, by 2025, it is estimated that China will account for the 416 million of 5G connections in 2025 – greater than North America and Europe combined – and that 5G technology will account for almost half of China's overall mobile connections.
- 3** China's investment in AI already accounted for more than half of the world's total investments in 2018, and according to a survey report published by Deloitte, China currently has the world's highest number of AI companies. This is in line with China's goal of becoming the world leader in AI by 2030.
- 4** In 2015, Alibaba, one of the largest tech companies in China, purchased approximately the same amount of x86-based servers as Brazil. Baidu, another large-scale tech company, accounted for about the same number of shipments as New Zealand.
- 5** Three of the country's largest carriers have committed to building three data centres in the province that will collectively hold two million servers.
- 6** The CETC (China Electronics Technology Group) is currently collaborating with Microsoft on a version of Windows 10 for China.
- 7** Under the 13th Five Year Plan, China anticipates investing US\$455 billion in the internet, US\$303 billion in smart cities and US\$23 billion in Big Data. In 2020 specifically, most of China's IT spending (US\$602 billion) will be used to implement "third platform" technologies like the Internet of Things and mobile.
- 8** To expand in China, an international company will need to forge multiple partnerships with people and companies up and down the value chain, but the most important allies you can have are Tsinghua University, CETC, CEC (China Electronics Corporation) and/or the CAS (Chinese Academy of Sciences).

AppInChina was born in 2013 to streamline access to the world's biggest market of 1.4+ billion Chinese mobile users for app and game publishers, big and small.

We have since grown to offer a robust suite of services a company needs to success in China, such as localization, monetization, user acquisition, hosting, legal compliance, game licensing, e-commerce, customer service, social media marketing, and more.

RELX is a global provider of information-based analytics and decision tools for professional and business customers. We help researchers make new discoveries, doctors and nurses improve the lives of patients, and lawyers develop winning strategies. We prevent online fraud and money laundering, and help insurance companies evaluate and predict risk. Our events combine in-person and digital experiences to help customers learn about markets, source products and complete transactions.

BT operates as a single business, made up of different organisational units. Our business is built around our customers – serving their needs and delivering value to them. We create value for our stakeholders by developing and selling products and services that are an essential part of modern life.

We've always been an organisation with purpose; to use the power of communications to make a better world. You can trace this back to our beginning as pioneers of the world's first telecommunications company.

Information Technology (IT) and Telecommunications

Chayora 朝亞 flywire

Chayora Holdings Ltd.

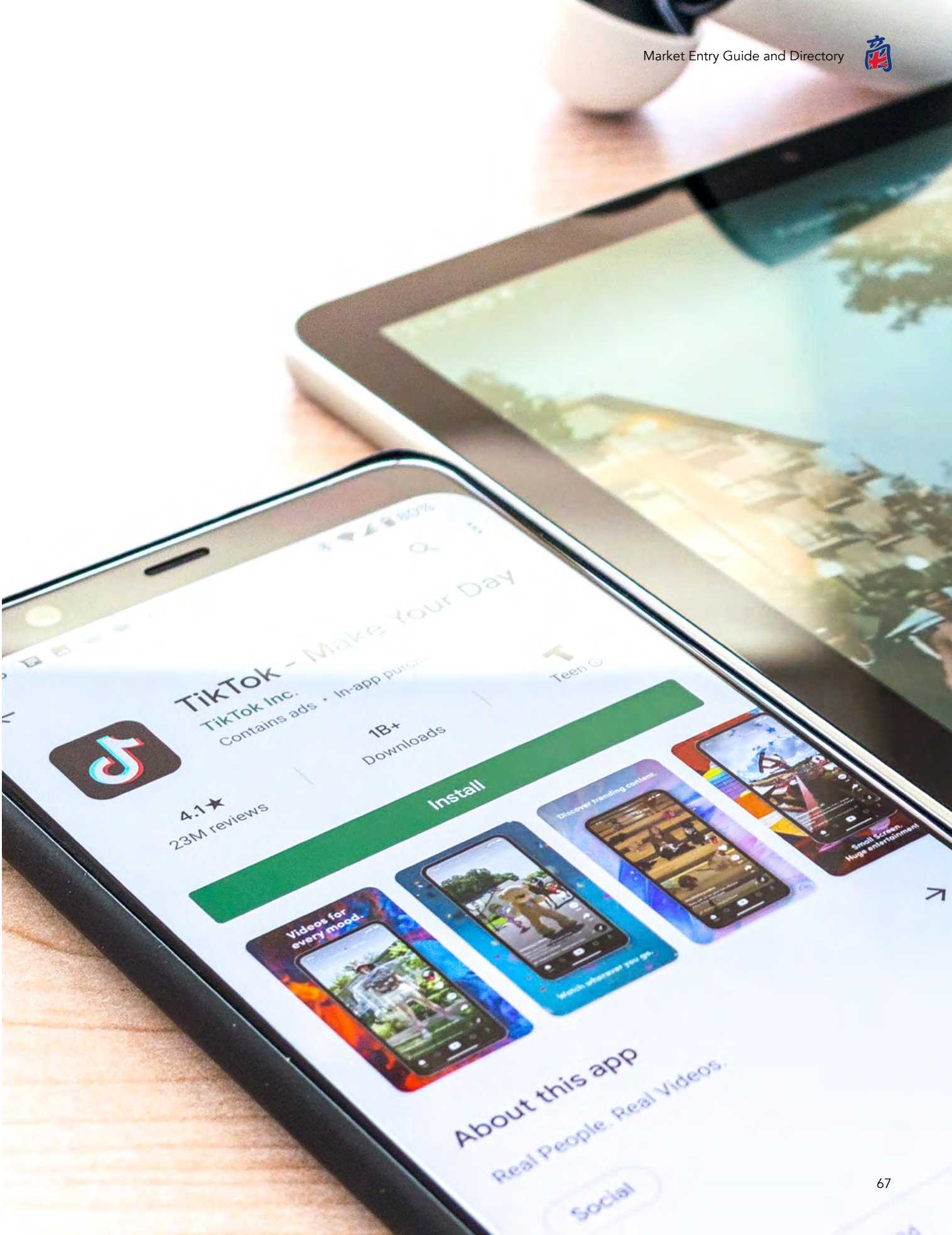
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Chayora is a world-class infrastructure developer based in Hong Kong with a primary focus on building Data Centre platforms in China. we enables international online companies to effectively access the vast and rapidly developing Chinese market and provide the fastest, most reliable and assured route to your business engagement in China.

Flywire Corporation

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Flywire is a leading provider of international payment solutions, connecting businesses and institutions with their customers on six continents. Introduced eight years ago as a way for international students to pay their tuition for studies abroad, Flywire is now used by over 2,000 organizations across 20 countries around the world. The company processes billions in payments per year from 220 countries and territories, via bank transfer, credit card and e-wallet solutions, in over 150 different local currencies.



Intellectual Property (IP)



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Panawell Intellectual Property (Panawell), formed by IP firm-Panawell & Partners, LLC and law firm-Panawell & Partners, is committed to the provision of efficient, quality and professional services of IP law to the local and international clients. The services of Panawell cover IP counselling, patent/trademark filing and prosecution, anti-unfair competition, trade secrets protection, FTO, IP transaction, enforcement and litigation.

Robin Bridge & John Liu (Beijing) Intellectual Property Agency Limited is a subsidiary of Messrs. Robin Bridge & John Liu, a law firm in Hong Kong. The main business includes registration of trademarks, copyright and other intellectual property matters in China.

Rouse is an IP services business focused on fast-moving markets. We provide a full range of IP services, from portfolio management, disputes and enforcement through to strategy, consulting and commercialisation. We've long-standing experience and relationships in Greater China, south east Asia, Africa, Europe and the Middle East because this is where our clients need us to be. Our clients include many of the world's leading IP owners, as well as a range of small and medium-sized enterprises who understand that their IP strategy should be closely integrated with their business strategy.

Intellectual Property (IP)

8 things to know

- 1

Most value of UK businesses reside in their intellectual / intangible assets. Many intellectual assets add value to a business, not just intellectual property.
- 2

China is transforming from copycat to high tech innovation. Investment in R&D is paying off and China's innovation capabilities are growing rapidly. From 2011 to 2021 China jumped from no. 29 to no. 14 in the Global Innovation Index Rankings.
- 3

The majority of technology transactions in China do not have any active involvement or intervention by the government, or any requirements to enter into Joint Ventures.
- 4

There is a misconception that intellectual property rights are not respected in China. Although China's IP system is primarily built to address the needs of domestic entities it doesn't automatically mean that UK rights holders cannot effectively use the system to protect its IP rights. The Chinese Government understands well that an innovation driven economy requires an IP legal system that functions effectively for all market players.
- 5

China has long been the world's largest market for ecommerce and all of the major Chinese ecommerce platforms have takedown procedures for taking down infringing products and content. As in the UK, proof of IP rights in China are required.
- 6

China has the largest trade mark registry in the world. In 2020, the total number of trade mark applications in China reached a staggering 9.116 million, a 20.23% increase compared to 2019. The number of valid registered trade marks was 28,393,188.
- 7

Unlike the UK China has a first-to-file policy on trade marks. Therefore, the first person to file a trade mark registration in China is typically granted the rights to the mark in that country. Applying for a trade mark as soon as possible is a crucial step for UK brands doing business in China. Moreover, it is highly advisable that UK companies can do this before they consider entering the market.
- 8

Copyright works produced in the UK are automatically protected in China and a voluntary registration system is available to record your rights which can serve as prima facie evidence of ownership.

Legal Services



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8 things to know

- 1 Some aspects of the business environment are becoming easier to navigate for foreign investors. More sectors are opening to foreign investment and the process of forming a wholly foreign-owned enterprise has become more streamlined and less expensive. Nevertheless, regulations around tax, employment law, data protection, IP protection, sector-specific requirements and other issues can trip up unwary businesses.
- 2 When choosing a preferred jurisdiction, keep in mind that unless the jurisdictional clause explicitly stipulates that it is "non-exclusive", it is likely that the agreement of jurisdiction will be deemed as "exclusive". "Non-exclusive" arrangements come with their own challenges, so businesses must carefully consider which jurisdiction and which arrangements best suit their needs.
- 3 The Chinese legal system is largely based in the civil law tradition. Unlike the common law system, in Chinese courts judicial decisions are not legally binding on other courts.
- 4 Only Chinese nationals qualified to practice PRC law and employed by Chinese law firms may represent clients in court. In many cases, international law firms operating in China play an important role in advising on, coordinating and overseeing such litigation on behalf of their foreign clients.
- 5 Two thirds of foreign multinationals in China report that they have need of a legal services firm in China. While assistance with corporate matters used to be the main reason foreign companies had for engaging law firms in China, this has now been overtaken by regulatory matters.
- 6 All five of the Magic Circle law firms – Allen & Overy, Clifford Chance, Freshfields Bruckhaus Deringer, Linklaters, and Slaughter and May – have a presence in Beijing and/or Shanghai.
- 7 While the majority of international law firms base their operations in Beijing or Shanghai, some have presences in Tier 2, 3 and 4 cities.
- 8 Law firms in China are digitalising at a faster pace than their counterparts in other countries, using new technological solutions to make case management and workflow automation more efficient.

Freshfields Bruckhaus Deringer is a global law firm with a long-standing track record of successfully supporting the world's leading national and multinational corporations, financial institutions and governments on ground breaking and business-critical mandates. Our 3,100-strong legal team delivers results from 28 offices worldwide alongside advice from the leading local firms. Our commitment, local and multinational expertise and business know-how mean our clients rely on us when it matters most.

Herbert Smith Freehills is one of the world's leading professional services businesses, bringing together the best people across our 27 offices, to meet all your legal services needs globally. We can help you realise opportunities while managing risk.



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Fieldfisher China was founded in 2008 and has three offices across Beijing, Shanghai, and Guangzhou.

As part of the Fieldfisher network, Fieldfisher China is able to combine its local roots with global know-how, and can offer cross-border, integrated, legal services for both out-going Chinese companies and multinational enterprises.

Reed Smith is a global relationship law firm with more than 1,700 lawyers in 30 offices throughout the United States, Europe, Asia and the Middle East. Founded in 1877, the firm represents leading international businesses, from Fortune 100 corporations to mid-market and emerging enterprises.

Led by internationally trained and qualified practitioners, each with decades of legal experience in Greater China, we are well positioned to guide clients on their China investments and operations. Our lawyers draw on diverse and complementary skill-sets, together with extensive experience in a wide range of key industries. We have successfully assisted clients with concluding many of China's landmark corporate and capital markets transactions. We also boast an experienced team advising Chinese companies on their offshore capital markets and finance, as well as with China outbound mergers and acquisitions. Our practice covers corporate finance, foreign direct investment, restructuring, mergers and acquisitions, labor and employment, investment structures, regulatory, compliance, investigations and other aspects of entering and operating in Greater China.

Market Advisory

8 things to know

- 1 The potential market is huge.** The Chinese economy grew 6.1% in 2019. In GDP terms more than the total size of Australia's economy. 2019 UK exports to China were worth £30.7 billion; imports from China were £49.0 billion. This will only go up.
- 2 Do your homework.** Understand the market before making any committal decisions. This includes the wider market environment, such as potential partners, how competitors will react, the attitude of government and local people. How welcome are you really?
- 3 Don't presume China is uniform.** China is a huge, diverse, and very decentralised country of nearly 1.4 billion people. Local economies, attitudes, habits, preferred spoken language and attitude of provincial/municipal/local governments vary enormously.
- 4 Don't assume that 'your way is the best way'.** Many international companies expect to replicate their successful international business model in China. This doesn't always work out. Understand the market carefully and try not to fall into this trap.
- 5 Consider your business model carefully.** There are many structural options: a fully-owned 'Whofe', a Joint Venture, working with distributors, or more complex combinations of them all. They all have their pros and cons.
- 6 Balance market opportunity with speed.** Markets in China can change very quickly. However, if you can spend the time, test the market first before rushing all in.
- 7 Stakeholder relationships are very important.** When you have problems, you'll need your friends. Stakeholders will be much more amenable if they already know you rather than only approaching them when you need help.
- 8 Work with trusted external advisors.** You'll need them to navigate understanding the market, establishing and protecting your licence to operate, I.P, and reputation.

Market Advisory

Market Entry Guide and Directory



BRUNSWICK

CBI



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Brunswick is a strategic advisory firm focused on critical issues that impact companies operating around the world, including on the ground in China.

Today's operating environment is complex and is becoming ever more complex. We advise on issues at the centre of business, politics and society, and help our clients understand and navigate these interconnected worlds.

Founded in 1987 in London, we established our China presence in 2004 and today have teams working across Beijing, Hong Kong and Shanghai. Since then we have been at the forefront of redefining corporate affairs in China and have had the privilege of working with some of the biggest companies in the world investing into China and Chinese companies going out.

Our work with foreign investors operating in China centres on helping them navigate China's fast-moving and rapidly developing market. Counsel spans regulatory and public affairs, business advisory, reputation management, employee engagement, and crisis and issue management underpinned by in-house market research capabilities, digital expertise, and creative creation.

The CBI is a not-for-profit membership organisation, founded by Royal Charter on 30 July 1965 when the British Employers' Confederation, the Federation of British Industries and the National Association of British Manufacturers joined together to form the Confederation of British Industry. To ensure the voice of business is heard across all the UK regions, nations and around the world, we have offices in 13 distinct geographical areas of the UK and offices in five distinct areas the world.

ClubFootball is the first British owned and managed football enterprise in mainland China and operates the largest grassroots network in Beijing. Our British executive team has over 70 years combined experience in the Chinese football sector and works with many leading organizations on market entry and strategic projects. Clients/partners have included adidas, Arsenal FC, British Council, the FA, Leaders in Sport, Liverpool FC, Manchester City FC, Manchester United FC, National Football Museum, Nike, the Premier League, SOCCEREX, Tottenham Hotspur FC, West Ham United FC and Umbro.



Development Reimagined

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Development Reimagined is a diverse and multilingual team of consultants with expertise in the fields of international development, diplomacy, environment, and public relations. We work across the world, with private and government clients in Europe, Asia, Africa and beyond.

Our services, built upon the key values of Sound Advice, Evidence-Driven Research and Strong Partnerships, include China market research, facilitation of entry to major trade expos, and planning and organisation of clients’ events in China. Recent examples include a report on the impacts of China’s 2019 E-commerce Law and organising a major conference in Beijing for global leaders in international development.

For every project, we assemble diverse and multicultural teams, who together provide unique expertise and analysis, as well as on time, flawless execution of all elements of implementation.

As a British-Kenyan consultancy headquartered in Beijing, we are also leaders in UK-China-Africa trilateral cooperation – including in development, trade, and climate change alleviation.

Hill and Knowlton (China) Public Relations Co. Ltd

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Home to over 2,000 strategists, content creators and master storytellers. H+K is an international public relations network with more than 80 offices around the globe. H+K delivers deep sector knowledge and breadth of public relations expertise which enable us to solve complex communications challenges for our clients. Our ‘breadth and depth’ model allows us to bring together the best expertise and specialisms from across the industry to create agile teams for our clients.

Our approach is a blend of strategy, creativity and innovation underpinned with data + analytics. Our heritage in earned, shared and owned media enables us to craft engaging stories that have local relevance and global reach.

Interel Consulting

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Mark Pinner

Interel is the leading independent global public affairs and association management consultancy.

We are experts in government relations, regulation and policy: determining how they will impact your business and what you can and should do about it. We advise our clients to manage issues in these complex areas. We enable them to enter markets, operate effectively and deal with challenges to their reputation that affect business success. We provide exceptional insight into China, drawing from our network of former civil servants, high-level industry experts and experienced researchers.

Interel is based in Europe, with offices in London, Brussels, Berlin, Paris, Delhi, Beijing and Washington. We operate with global reach, leading a worldwide network of partners in all significant markets around the world.

CRU (Beijing) Consulting Ltd.

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The Pan-Pacific Group (PPG) is a Beijing-based management consulting and equity investment company with offices in Hong Kong and the United States. Over the past decade, PPG served Fortune Global 500 companies in strategy, operations, post-merger integrations, etc.

In more recent years, PPG has catapulted financial and investment advisory services in China, participated actively in venture capital investment and private-equity deals. The Group founders and partners, with expertise in consulting, investment banking, and senior management experience in multinational firms, are graduates from Harvard, Stanford, MIT, and Wharton business schools.

Spearhead Associates Ltd.

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“CONSULT FOR SUCCESS”

Founded in 1998, Spearhead’s mission is to provide cost effective support and advice to Corporates, SMEs, and Entrepreneurs, doing business, or wishing to do business in China and Asia.

Our multicultural and bilingual team understand the interplay of the differing social and business cultures so prevalent in China. Our team has over twenty years of experience providing advice, research, business planning and business support, business representation and implementation to a multitude of clients in all sectors and ,of course sourcing..

Please call or email William Spiers, who will be happy to advise and assist you.



Westchel

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Westchel provides counselling support to boards, chairmen and senior executives on China related topics. This includes counsel to Chinese leadership teams as they expand internationally and to international leadership teams as they develop in China.

Our support can range from a one-time session in a board meeting or management offsite through to multi month light touch support through scheduled in person one-on-one counselling and as needed interactions by phone and video.

Wood

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Wood is a global leader in engineering and consultancy across energy and the built environment, helping to unlock solutions to some of the world's most critical challenges. We provide consulting, projects and operations solutions in more than 60 countries, employing around 45,000 people.



Marketing and Communications

eggplantdigital

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Grandeur Trading & Brand Management Ltd.

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Marketing and Communications

8 things to know

- 1

China's Population vs. China's Online Population - It is estimated that 904 million people have access to Internet in China, taking up a large proportion of its population of 1.4 billion, and thus making it the largest online community in the world! This has resulted a fast-growing digital market.
- 2

Digital Regulations - Online commerce is well regulated in China; it is highly standardised and very safe for businesses and consumers. Regulatory systems regarding tax, customs, and inspection have streamlined processes.
- 3

Management style – It is important to consider the benefits and drawbacks when it comes to choosing whether to manage physically or manage remotely:

i. Option 1: You could set up a WFOE (or wholly foreign-owned enterprise) or partner with a local firm for a joint venture. This enables you to run offices in China and sell on domestic e-commerce platforms.

ii. Option 2: You could sell cross-border, which will allow you to skip the lengthy entity registration process. It is fairly easy, and is a low-cost and low-effort way to enter the market. However, pick the right partner to help you navigate this process is crucial.
- 4

Where & Who – Second and third-tier Chinese cities are growing rapidly in wealth, but it is important to note that they often have different tastes, values and buying preferences to first-tier cities, like Beijing and Shanghai. As such, it has become important to know where you should market and to whom you should target.
- 5

Digital Ecosystem - E-commerce in China has existed within its own ecosystem for over a decade. Alibaba and Jingdong currently dominate the market, while a few smaller platforms competing by specialising in particular product types or businesses. A full understanding of China's e-commerce platforms is vital for successful China market entry.
- 6

WeChat, Weibo, Pinduoduo or Douyin (TikTok)? - Many brands find maneuvering Chinese social media challenging. In order to be successful, your digital strategy for China needs to factor in these three components: (i) the surge of mobile traffic; (ii) the importance of trusted sources (i.e. key opinion leaders and word-of-mouth marketing); and (iii) online shopping via smartphone.
- 7

China Digital Audit – Try and do a “China digital audit” by assessing your brands potential within the Chinese market based on online data. Focus on digital footprint analysis and analysis of competitors.
- 8

Are you China-ready? – Entering the rapidly-growing China market can be an exciting new adventure for any marketing & communications firm looking to expand, but its important to be measured every step of the way while you take your first leap into the China market!

Eggplant Digital is a Leading China Digital Marketing Agency providing end-to-end China opportunities from strategy and planning to website design and development, digital marketing, managed hosting and maintenance. We have service options and solutions for start-ups, small to mid-size businesses, corporate B2B and global brands.

With a strong marketing mindset, Grandeur Trading Limited is a marketing and distribution company focused on British personal care and baby care products in China market.



North Head

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North Head is a strategic communications and public affairs consultancy with a clear China focus. We specialise in supporting multinational companies operating in China’s dynamic but challenging market.

North Head is a multi-award winning agency, judged three times by Public Affairs Asia as the best agency in the Asia Pacific. We have won an award for excellence in crisis communications. These have been achieved by an experienced team led by senior public affairs and public relations veterans.

In addition to delivering high quality services for multinational and Chinese company clients, North Head has a proven track record for conducting campaigns for governments, such as the UK Department of International Trade, the European Union, Indonesia as well as a range of Chinese government agencies.

Peking Productions

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Peking Productions is a full service creative agency that works with local and international organizations to tell their stories and engage their audiences.

Specializing in photography, videography, narrative development, and content distribution Peking Productions has helped share the stories from Audi to Xboxs, and supporting non-profits, governments, and private businesses with their visual communication.

From concept development, to post production and editing, we work with clients across the narrative journey to ensure clear communication and creative expression.

RESÓ Communications

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Powered by a team of communication pros in Beijing, whom also represent the bridge for global enterprises and the China ecosystem.

We partner with disruptive companies of all sized to build creative, result-driven programs that shape reputations and drive business goals. We are techies at heart with expertise in the technology of today and tomorrow. Our diverse team of experts is specialized in brand, marketing, PR, digital, e-commerce and content dedicated to maintaining industry leaders and simultaneously, to the creation of compelling new entrants. We believe listening and collaboration are paramount in helping our clients from the inside our through disruptive storytelling.

We are proud of our entrepreneurial roots and passionate about championing technology!

Westwin

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Westwin, formerly known as Microsoft Online (MSN China), is a leading digital marketing and technology company that focuses on cross-border business. It provides branding strategies and digital marketing solutions to help clients achieve success in China and around the world.

Westwin is a certified marketing & advertising partner of Baidu, Tencent WeChat, Sina Weibo and more major digital platforms in China. With years of experience in cross-border business and partnership growth, Westwin is equipped with the knowledge and expertise to take businesses to the next level in overseas markets.

5 Star Plus Retail Design (Beijing) Ltd.

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5 Star Plus Retail Design is an international design and marketing company. Design services include the branded design of retail stores, restaurants and pop-up stores, exhibition and event design, visual identity, consulting and project management services. Our China market entry services comprise of the following: (1) Registration, administration and representation services for exhibitions and trade shows, which can also include the design and construction of a branded exhibition stand. (2) Digital marketing services which includes the management of corporate social accounts, content creation, community management and influencer marketing. Additional content creation from video marketing to virtual exhibition stands and showrooms to create a high-impact, interactive promotion of your company. (3) Adaptation of logos and marketing materials to the Chinese market. As well as, creation of visual identity and marketing collaterals as required. Our expertise and strategic models enable us to create effective marketing content based on your specific goals: brand positioning, entertain, inform, build a community and increase sales.



Translation & Interpretation

Translation and Interpretation



Practical Translations Ltd

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8 things to know

- 1** The translation field in China abounds with unqualified translators who take on interpreting jobs as a side hustle. At last count, some one million people on the Chinese mainland were offering to translate for money. But too often quality is substandard and deadlines are missed. Your words matter, so take care to whom you entrust them.
- 2** The key to reliability is in-house talent. A significant number of translation companies in China skip this step and, instead, turn to part-time workers on an ad hoc basis. Cue trouble. Their clients have complained about extensions to turn around times and clumsy language presented as final work. The lesson: choose a longstanding agency with its own in-house team.
- 3** Requesting a 'test translation' is not a dependable way to choose a translation company. Some translation companies put senior translators on the test then switch to more junior staff once the company has got the contract. The quality shown in a 500-word test translation isn't necessarily replicated across a 3,000- or 30,000-word translation.
- 4** Many translation companies in China calculate their fee by counting the Chinese characters, without spaces. And they do that both when the translation is from Chinese to other languages, and when it's from other languages to Chinese.
- 5** Another financial fact. Those one million people in China mentioned before who claim to provide translation services? They deluged the market with so many offers that a price war broke out. Quotations vary wildly, but beware any 'bargains' offered for translations and interpretations. Low price never means top notch.
- 6** In mainland China, if you need to submit translation documents to local authorities, ask your translation company to stamp the documents before you submit them.
- 7** Ask your translation company to provide 'Fapiao' which is a Chinese invoice issued by the local tax bureau. On the Chinese mainland, Fapiao can offset part of your income so you can legally reduce taxes due.
- 8** And finally, here's your easy number 8 'aide-memoire' for finding a great translation firm in China. Select a company with an in-house linguistic team, then check the company has a stable history with proven capacity to deliver, and be sure it has a business address in a corporate office in a downtown area.

Practical Translations Ltd (PracTrans) is a member of the Translators' Association of China and the British Chamber of Commerce in China.

The way we translate is first rate. Got a complex message? Require a swift turnaround? Need absolute attention to nuance in your document? Give us anything to translate and we will spell it out so you stand out!

Practical Translations has been in the translation business for almost 18 years, providing interpretations for customers across the world. Language is our business and we love it! We've translated in many fields: law, environmental protection, news, business. We've translated highly technical and academic documents. We've done simultaneous interpretations, audio and video translations, plus multiple-language video subtitling and dubbing.

Eloquence is guaranteed with our team of highly trained in-house linguists. We are skilled to native speaker level and your important words will be translated into natural, fluent language. Find your finest expression with us.

The British Chamber of Commerce in China has a range of member businesses and trusted partners in the following areas that can support your business trips or staff moves into China:

- International schools and other educational institutions
- Local healthcare providers specializing in services for ex-patriots
- Restaurants and bars
- Cultural institutions and visitor attractions
- Office and retail design services
- Travel arrangements
- Industry sector-specific services

Please contact us at enquiries@britishchamber.cn if you would like recommendations to suit your needs.

Hotels and Meeting/Conference Venues in Beijing



国贸大酒店
China World Summit Wing
HUIJING
A SHANGRI-LA HOTEL



北京千禧大酒店
GRAND
MILLENNIUM
BEIJING



新国贸饭店
HOTEL
JEN
by Shangri-La



INTERCONTINENTAL
BEIJING SANLITUN
北京三里屯中心国际酒店



北京瑰丽酒店
ROSEWOOD
BEIJING



KERRY HOTEL
Beijing
北京嘉里大酒店



the
opposite
house
瑜舍



40 YEARS OF
SUPPORTING
BRITISH BUSINESS
IN CHINA









