

CHINA-BRITAIN BUSINESS

British Chamber
of Commerce in China
中国英国商会

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Business Council
英中贸易协会

FOCUS

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Pioneers, Entrepreneurs
and British Business Stars:
**The Best of
UK Business
in China**

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Launch
Issue



**Indigenous
Innovation**
China's New Strategy

A Close-Up Look at
Tianjin

**"Britain
Cannot Afford
to Miss Out"**

Says Minister for Business and Enterprise

MAKING BRITAIN GREAT IN CHINA

FOCUS managed to squeeze appointments into the packed diaries of some of the trailblazing Brits waving the flag for UK in the Middle Kingdom, to capture Britannia's celebrated enterprising spirit

British Prime Minister David Cameron recently called on the nation to embrace enterprise and unleash Britain's entrepreneurial spirit to help put the country's financial future back on track. Britons might do well to look east to China for inspiration. China is a prime destination for scores of British entrepreneurs and pioneers, wooing the Chinese with their unique blend of creativity and traditional mercantile values.

A GLOBAL VISION

China has become a territory in which some of Britain's biggest business hitters have used their expense and global experience to gain significant success. Food and merchandise retailer Tesco, who entered the market just six years ago, now have 93 stores in the country. Standard Chartered Bank has seen such rapid growth since its entry in 1999 that the company now has more than 50 branches. And take health-care provider Synergy Health. Although only entering the market in 2009, the company has already recruited 74 staff in its first year. Synergy Health provides technology and infrastruc-

ture to improve infection control in hospitals and recently won the British Business Award for Most Promising New Business.

According to General Manager David Townsend, the key to Britain's success is "the willingness of British companies and business people to take risks and seek out new opportunities in distant lands." It's an ability to adapt to local conditions and the local culture whilst promoting a high standard of business rules that has been key to his company's economic success, Townsend says.

Coming from a multicultural nation with a long history of international trade, cultural exchange and an open-minded attitude, helps British companies to do well in China. Local engagement and local representation make all the difference.

These attributes are an inalienable part of British business culture, as soft skills training company Clark Morgan Development's director Andy Clark points out. "This is what's special about British businessmen and women – we are steadfast and professional, and have a great ability to stick to our core values," he says.



The UK's strengths in engineering, technology and the health sector have long been recognized in China

Green business developer ClearWorld Energy is another company committed to a long-term approach.

Since opening its first office in Beijing in 2004, China is now the company's largest market and it employs over 300 people here. The company has also been involved in numerous projects in the more remote corners of China, including work in Shanxi Province and Inner Mongolia.

According to Managing Director Alex Westlake, "It is important to realise that doing business in China is a marathon, not a sprint," he says. "The Chinese also value long-term relationships, so the ability to demonstrate long-term commitment helps."

Whilst the ability to adapt and localise is key, retaining the best of British values can also be important in gaining a foothold in the Middle Kingdom. EASTWEST Public Relations and Eggplant Digital director Jim James says that in his experience, "the Chinese view British business

people as having integrity and a long-term view on doing business here."

This commitment and integrity is echoed in comments by internship provider CRC's Director Edward Holroyd Pearce. "Upon declaring oneself as British to Chinese contacts, one will inevitably be met with the response, 'Ah, a British gentleman! Our integrity, skills and honesty shine through,'" he says.

"In China it's a marathon, not a sprint - the Chinese value long-term relationships"

PIONEERS

Britons have often been first to invent new technologies, leading the way in science by going where few have dared

UK exports to China were valued at 6.1 billion USD in the first six months of the year, up 42 per cent on 2009

Industry leaders Benoy Retail Architects

Achievements: Benoy is engaged on over 40 significant projects across China, including China World Trade Centre and Jang Tai in Beijing, Chongqing IFC, Shanghai ICC on Huai Hai Road, and the newly opened Shanghai IFC.

What it takes: "Do your due diligence – put the time in, research the market and engage. People think you can dip in and out, but you need to commit to China. Seek out the experts UK Trade & Investment and the China Britain Business Council," says Graham Cartledge, CEO.

The Benoy-designed Jang Tai complex in Beijing

Core values EASTWEST PR Public Relations

Achievements: EASTWEST has achieved 40 per cent of their global revenue from China since arriving in 2006. They have worked with a multitude of important clients in China including Avnet-Huawei and Chinese National Geography Magazine. EASTWEST founder Jim James also worked with the British Chamber in 2008 on the British Business Awards.

What it takes: Jim James believes it is all about cooperation. He says, "In my view, a segmented approach to find common interest groups in China and Britain is a simple and effective strategy, which ultimately will create employment, knowledge transfer, and long-term friendships."

go before – a pioneering attitude that invariably puts British business ahead of its competitors time and time again. British

"We are steadfast and professional, and have a great ability to stick to our core values"

hazard detection company Helma has seen its technological advances in areas such as opto-electronic door sensors and miniature spectrometers lead to substantial financial success in China. It's also clear that the sophistication, creativity and expertise of specialist retail architects Benoy are what have catapulted it to a much coveted position in the burgeoning China retail market.

Since starting out in China in 2001, Benoy, who worked on the Bluewater shopping complex in Kent and the innovative Westfield mall in London, is now one of the leaders of retail architecture in China. Sixty per cent of its global staff is now based in China and it has seen a 30 per cent year-on-year growth in the last three years under the leadership of CEO Graham Cartledge. China has allowed Benoy to diversify away from its traditional

Levie Morris of Lollipop Cupcakes, photographed by Beijing-based British photographer Ben McMillan

sector of retail, and Cartledge credits the foresight of its clients in China for this opportunity. "We are now designing landmark high-rise towers, transportation projects, hospitality and leisure," says Cartledge.

Benoy has a pioneering attitude into the Chinese market and created projects that, as Cartledge says, "Some of our Chinese clients didn't even think possible – we designed our first vertical retail centre in Hong Kong!" Benoy is re-inventing the built environment in some 27 cities across China, these don't just include Beijing and Shanghai, but tier two and three cities across the country.

ENTREPRENEURIAL CREATIVITY

And it's not just the large companies making breakthroughs in China. Some of the best examples of British creativity and entrepreneurialism can be seen in innovative start-ups. Despite the well-reported challenges of working in this relatively new and certainly unique market, the size of the population, combined with the growing wealth of the nation, make China an attractive market for many young businesses.

Although Dominic Johnson-Hill of Beijing-based Plastered T-Shirts has had issues with Intellectual Property rights in China, he remains positive about the Chinese market. "China is a wonderful playground for British entrepreneurs, with its booming economy and huge pool of talented workforce, it's an ideal place to start a business, small or big." Plastered T-shirts started in 2006 out of a small backstreet shop, and now has outlets across China.

"China is a wonderful playground for British entrepreneurs"

and global distribution partners around the world. The result? An impressive 100 per cent year-on-year growth. "Brits are great at thinking outside the box, making improvements, changing things in creative and constructive ways," adds Johnson-Hill, whose contribution to enterprise was recognised in 2008 when he won the British Business Entrepreneur of the Year Award.

Will Yorke is another Beijing based entrepreneur. His restaurant Vineyard Café opened after he saw a niche market for high quality but affordable British food. "In the training a great deal of 'Britishness' is imparted to our staff," says Yorke. "In order to stand out from the competition the project has to have a

UK-China trade in goods increased by 32 per cent on 2009 to 26.64 billion USD in the first six months of this year



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Lexie Morris of Lollipop Cupcakes, photographed by Beijing-based British photographer Ben McMillan

