



China-Britain
Business Council
英中贸易协会



Membership Case Study | Association of Chartered Certified Accountants



ACCA

Anthony Walters

Head of Public Affairs, ACCA

Founded in 1904, the Association of Chartered Certified Accountants (ACCA) is the global professional accounting body offering the Chartered Certified Accountant qualification (ACCA or FCCA). With 30 years already in China, it is a powerful global presence within the profession. ACCA inspires its members and students towards greater success and prosperity.

Our goals in China

We first started working with CBBC after meeting them on a Lord Mayor of London trade mission. We became members to advance our work in China. ACCA was not new to the China market having worked there for 30 years, but we wanted to raise our profile and standing with the Chinese government, in particular, to promote the profession and to support Chinese business and economic development.

Using CBBC's network in China

CBBC was able to open doors for us and advise on where the authority sat for different areas of our profession. This was very helpful. We connected our local teams with CBBC's teams in China to stay up to date on visiting delegations and missions that were useful for us to join. CBBC also offered us excellent support at events in the UK and China recently to celebrate our 30th Anniversary in China. We are now working with CBBC on their upcoming Belt and Road Publication to showcase ourselves and other UK expertise as part of one of China's mega initiatives.

Looking to the future

We want to continue our membership with CBBC to make our professional qualification universally known and recognised across China. We are proud that ACCA is another example of a UK service that has been successfully exported to China and around the world. Membership with CBBC is an important part of our China strategy.



Advice for anyone new to China:

Seek advice and support from those who understand the market. CBBC and the Department for International Trade are good starting places. And be sure to have patience and resilience; China may not work immediately for you but it has great potential for those who make it work.