



China-Britain  
Business Council  
英中贸易协会

# Membership Case Study | Phillips Lewis Smith

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PHILLIPS LEWIS SMITH

Phillips Lewis Smith is an independent specialist London law firm advising and representing individuals, families and their businesses both in the United Kingdom and internationally. We offer a highly personalised service to clients from Russia, China and South East Asia.

### Our goals in China

Membership with CBBC has been very valuable as we have developed our China strategy. Before joining, we had some connections in China via the Law Society. However, our strategy was looking at establishing relationships in 2nd tier cities. It can be hard to know where to start when choosing one of the many mid-size cities across China. There is also no directory of law firms or clear way of finding credible and reliable partners so it was hard to find the right contacts.

### Using CBBC's network in China

Through working with CBBC's staff in Shenyang, we were able to make connections with laws firms ahead of a visit to the city. The trip was very successful and gave us a very solid base to start in China. CBBC's network on the ground and its strong reputation meant we were confident that they could select high-quality partners for us.

As our membership continues, we also find the visiting delegations useful and recently attended an event with a senior delegation from Qingdao. This helps us maintain our relationship in the region.

### Looking to the future

We still have to learn more about the China market and are considering what next steps to take. Through the CBBC network and expertise, we aim to better understand other cities and the needs of local law firms and clients when they consider any investment in international markets like the UK.

With CBBC's support we are confident of being successful for many years to come in China.



#### Advice for anyone new to China:

If you are a smaller company without an instantly recognisable brand name, then it is essential to embed a skilled Chinese person in your organisation. Invest in this person as they will be the key connection between you and the China market.