



China-Britain  
Business Council  
英中贸易协会

## Membership Case Study | Royal Crown Derby



### Emma Zhou

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Royal Crown Derby has a long and distinguished history manufacturing fine bone china products in Derbyshire, England since 1750. Royal Crown Derby remains a market leader in its field using only the finest materials in products that are enjoyed around the world.

### Our goals in China

When I started with Royal Crown Derby, an advisor from the Department of International Trade recommended that I talk with CBBC. At that time, we had no distribution channels or exports in China. Having met with CBBC, we decided to become members and use their expertise to help us enter the market. We needed to better understand the changing policy environment, build strong and effective relationships, and understand the complicated supply chain across such a large country.

### Gaining marketing intelligence

We worked closely with CBBC's regional advisors in the Midlands and with the retail sector leads in the UK and China. We attended events on the Chinese luxury retail market which were extremely helpful. This engagement helped us better understand the Chinese consumer and the routes to market. We were then able to confidently make more informed business decisions. The advisors across CBBC's network in China also helped us develop different leads for distributors, resulting in our first successful distribution partnership in Chengdu.

### Looking to the future

We have built up brand awareness over time and are now looking to better understand the needs of our customers in China. This means not just exporting our UK products but also creating high-quality products with shapes and designs that suit our customers in China. It is an exciting time for Royal Crown Derby and we look forward to working with CBBC to achieve our goals in China.



### Advice for anyone new to China:

There is a great market in China for British products. But any company has to be serious about wanting to succeed in China. Be clear on what you want to achieve and resource it properly.