



China-Britain
Business Council
英中贸易协会



Passionate about Bra

Exclusively Export
Global Partnerships

Membership Case Study | Tudor Rose International

Barry Wright

China Business Development Manager, Tudor Rose International



At Tudor Rose, we help Great British brands grow their markets around the world. And whether it is sampling cheese in China, increasing biscuit distribution in Saudi Arabia or launching a new infant snacking brand in Australia, we work closely with our partners to meet their own specific objectives.

Our goals in China

China had been on our radar for many years but we had felt that it was not a market to try casually. We were making good progress in other markets and wanted to choose our moment for China and do it right. I first learned about CBBC about two years ago looking online at different organisations supporting trade with China. We then came into direct contact via the Department for International Trade and the Extend Your Global Reach Programme (EYGR) in the south west.

Navigating the regulations

We represent many brands in the food and beverage industry. There is a complicated and ever-changing regulatory environment in China in this sector, with a multitude of unfamiliar regulators and practices. We wanted to first understand what we had to do to get our products into the country and then how to distribute them. It was also very important to protect the intellectual property of our clients' brands. With support from CBBC's sector advisors we were able to successfully avoid the common pitfalls. CBBC helped us ask the right questions to the right government departments and potential distributors, and helped us with the issues we didn't even know existed – the unknown unknowns!

Looking to the future

We are looking to launch more products in China and to expand our customer base beyond the top tier cities. We are also travelling to China to attend the Food & Hotel China, one of the key global trade fairs in our sector, this year. With CBBC's support, we are confident of expanding our business in China.



Advice for anyone new to China:

Do your due diligence and background checks. Many potential partners will say 'yes' to everything, but doing your research will help you find the most suitable partners and avoid wasting valuable time. Also be very careful when offering exclusivity. China is a very big market and we have seen too many bad stories with people who have signed exclusive contracts and wishing they hadn't.