



HOW A UK MARKETING ORGANISATION SUCCESSFULLY LAUNCHED IN CHINA



Jersey Finance joined CBBC's Launchpad scheme in 2014 with a view to making a name for the brand in China. "We serve a narrow market," says project manager Garry Zhao, "and because CBBC has been in China a long time it provided a good platform to expand. It would have been tougher on our own."

Jersey Finance, which is run as a not-for-profit marketing organisation, was formed in 2001 to promote Jersey as an international financial centre. It has offices worldwide, as well as the Launchpad position in Shanghai.

The organisation found value initially in being associated with CBBC – "We were able to use CBBC's reputation", says Zhao – but also in more practical aspects of the scheme, such as having office space in the British Centre and having HR and legal issues taken care of by CBBC's administrative staff.

CBBC's networking events helped too. Jersey Finance were able to build up local contacts at a time when the brand name was little known in China. Zhao points out that they have also become much more familiar with

the local finance sector thanks to CBBC's market research.

Zhao speaks English, Mandarin, Cantonese and the Shanghai dialect, which removes one of the most important barriers that new market entrants face in China, and he has a background in the local finance industry. All Launchpad project managers, like Zhao, are recruited locally by CBBC. He catches up regularly with his managers in the UK.

Jersey Finance remains a Launchpad member as it continues to expand in China. Have they seen an increase in clients since joining the scheme? "Yes," Zhao says. "Our database keeps getting larger and larger."

"Without Launchpad we would have faced a much larger risk on entering the Chinese market."

**Garry Zhao, Project Manager
Jersey Finance**