

Business Opportunity Programme



When LLC Shanghai wanted to import natural food products into China, they turned to CBBC who helped them find a quality UK supplier

LLC Shanghai specialises in importing food products, baby food and organic products, and supplying them to Chinese retailers. It distributes brands such as Hello Kitty and Babybio, and has its own food gallery.

LLC collaborated with CBBC to create a business opportunity advertisement, entitled *“Healthy/Natural Food Products Sought by Shanghai-based Importer”*, to help them bring more healthy Western food products to Chinese supermarkets and department stores. CBBC published the opportunity on our website and through our network in the UK, including UKTI.

The Business Opportunity Programme was set up with the aim to find opportunities across China, and make sure UK businesses are the first to know about them. CBBC utilises a vast network of 13 offices in China to find opportunities across all sectors, as a free service for UK companies.

Little Pasta Organics is a British organic food brand that prides itself on being innovative and only using the finest ingredients to produce their pasta sauces for children. Little Pasta Organics found the opportunity online and registered an interest with CBBC. We assessed Little Pasta Organic’s proposition based on their company introduction, and upon LLC’s approval, helped the two parties make a connection.

The Business Opportunity Programme provided Little Pasta Organics insight into opportunities to export to China and the connections to make it happen. At the same time, we also allowed LLC the chance to find a quality supplier, with products catered to their needs. Overall both companies worked with CBBC to establish a mutually beneficial business relationship.

As a result, Little Pasta Organics recently made their first shipment of products to China. CBBC are continuing to work with both LLC and Little Pasta Organics to aid both parties development.

Tracy from LLC Shanghai said to CBBC:

‘Thank you very much for recommending the supplier Little Pasta Organics. We have already made the first order, and it is on the ship now. Everything is going very smoothly. Thank you very much for our support.’

Fast Facts

- Company:** Little Pasta Organics
- Location:** London
- Sector:** Food & Beverage
- Website:** littlepastaorganics.com

