



Leeds & Partners wanted to engage with potential Chinese investors across a number of Chinese cities for the benefit of companies in Leeds.

Leeds & Partners are a strategic organisation responsible for attracting inward investment, supporting trade, promoting tourism and raising the profile of the city of Leeds, with an expanding remit to the Leeds City Region.

Targeted sectors are bio-medical & healthcare; financial & professional services; advanced manufacturing; digital & information; and retail. The organisation demonstrates to potential investors how a business can add value to its operations by being based in Leeds.

Leeds & Partners wanted to identify and approach Chinese companies and High Net Worth Individuals who are interested in investing overseas.

Leeds & Partners commissioned a project with China-Britain Business Council (CBBC) to help begin the process of engagement with potential Chinese investors through numerous events as part of a trade and investment mission.

Over the course of a 12 day business tour, the mission visited six cities: Xiamen, Hangzhou, Guangzhou, Shanghai, Beijing and Hong Kong.

There was mixture of business meetings, informal receptions and cultural events, including performances by the Northern Ballet who accompanied the delegation to China.

To ensure the attendance of distinguished guests, CBBC crafted a specific target list of organisations and relevant attendees to invite from their wide business network across the country. CBBC organised the logistics and planning for each event, while gauging interest for investment through feedback sessions.

Upon the conclusion of each event, attendees commented on their overall enjoyment and the usefulness it had provided in their learning and decision making process. Victoria Reid, Associate Director of Financial and Professional Services at Leeds & Partners described the mission as:

'a great success, which could not have been accomplished without the hard work and commitment demonstrated by the CBBC team in each of the locations we visited'.

CBBC also issued a report to Leeds & Partners containing options for their next steps and strategies for future engagement in China.

Since their project, Leeds & Partners have followed up on the leads and contacts made during their mission. They aim to formalise a plan for a return mission in October this year.

Fast Facts

Company: Leeds & Partners

Location: Leeds, Yorkshire

Sector: Inward Investment

Website: www.leedsandpartners.com