



Marylebone Cricket Club (MCC) and cricket legend Mike Gatting OBE came to China to promote and increase awareness of cricket

MCC is the world's leading cricket brand and performs a key role in promoting cricket globally. They brought the former England captain and the current MCC president Mr Mike Gatting, and the MCC ladies cricket team, to China for a week long tour to play the Chinese ladies cricket team and promote cricket in China.

MCC was assisted by Kingdom Education and the Yang Foundation to help organise the tour and networking receptions for British businesses. They commissioned China-Britain Business Council (CBBC) to deliver these business receptions for the MCC delegation in both Beijing and Shanghai and utilise CBBC's network of contacts to maximise the tour's promotional impact.

CBBC arranged receptions at the British Ambassador's Residence in Beijing and the historic Fairmont Peace Hotel in Shanghai. We also liaised with the Embassy to invite senior representatives to deliver speeches and welcome guests.

CBBC targeted a specific list of organisations and relevant guests to invite from their wide business network across the country, and around 100 attendees came to each of the receptions.

Welcome speeches were made at both events, such as by the Executive Director of CBBC; the Minister Counsellor of the British Embassy and the Deputy Consul-General for Shanghai. Mr Mike Gatting and Ms Claire Taylor, former England ladies captain, also gave entertaining talks about cricket around the world. Both events presented opportunities for guests to network and many of them commented on their enthusiasm for the continuing promotion of cricket in China.

Mike Gatting said; 'I would like to thank the China-Britain Business Council, the Yang Foundation and everyone involved in Chinese cricket for giving MCC the chance to tour this fantastic country and raise awareness of the game of cricket.'

CBBC hopes that cricket will continue to grow in popularity in China and we will be there to support any publicity and business development work in coming years.



Fast Facts

Company: Kingdom Education
Location: Cambridge
Sector: Higher Education
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