

Targeted Trade Missions



CBBC led a delegation on a trade mission to the rapidly-growing Zhejiang province to promote marine-related business opportunities.

The Northeast of Zhejiang province, home to Ningbo and Zhoushan Islands, is a key development area in East China. Following the construction of the National Ocean Economic Circle by the Chinese government, it is now an area set for further economic expansion.

CBBC led a Marine Mission delegation of British industry professionals from 11 UK organisations to Ningbo and Zhoushan in July 2013 to explore business opportunities and to meet potential partners.

The Marine Mission was free to join for CBBC's corporate members and introduced British companies, both large and small, to the opportunities available in Zhejiang province in key industries such as shipbuilding, marine finance, renewable energy, port construction, and logistics.

CBBC identified the rapidly-growing city of Ningbo, home to the world's second largest deep-sea container port and over 7 million people, as a key location to visit in Zhejiang province.

Marine Sector in China

The marine sector is an integral part of China's economy and plays a large part in various markets, including seafood, shipbuilding, logistics and tourism. It was valued at RMB 5 trillion (£526 billion) in 2012.

CBBC have organised and continue to organise numerous trade missions and events between British and Chinese companies across a number of sectors in both countries.

The mission also targeted the island chain of Zhoushan, where GDP doubled in five years due to the vibrant marine sector. The islands' output in this sector was worth RMB 43.1 billion (£4.3 billion) in 2012 and therefore was an important place to visit for the mission.

CBBC members on the Marine Mission benefitted from meetings and networking events, such as the China Marine Economy Development Forum in Ningbo, which was attended by senior Chinese government officials, local business leaders and academics from The University of Nottingham Ningbo China nearby.

The attendees came from a range of industries, including shipping, construction, law and hospitality, and learned about the detailed plans for local development and business opportunities in the area.

There were many positive outcomes from the Marine Mission, including the discovery of a number of business areas on which they could cooperate. For example, an energy advisor for a FTSE 100 construction firm established an agreement with a Chinese company involved in a Natural Gas project in Zhoushan.

CBBC will continue to circulate commercial opportunities in Zhejiang province and other regions in China to its members. Plans for more missions to other key economic regions are in the pipeline.

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For info on future activities, contact our CBBC teams directly or view our website at www.cbbc.org.