



Providing UK companies routes to the Chinese market through high-profile delegations of Chinese commercial leaders.

The inaugural Luxury China Inward Mission took a host of business leaders from Chinese luxury retail to key sites and events in Edinburgh and London.

The aim of the Mission was to offer UK companies a route to business in China through interactions with key decision makers. This was achieved through various high-profile events, site visits and receptions where there were speeches from the outgoing CBBC chairman Sir David Brewer CMG, new chairman Lord Sassoon and even the appearance of British royalty.

Retail teams from UK Trade & Investment (UKTI) and CBBC (China-Britain Business Council) drew on their commercial connections to hand-pick the delegation, including major players from department stores, e-commerce giants, property developers, and luxury consultants.

UKTI and CBBC set up intensive one-to-one meeting days to maximise interactions between UK businesses and the Chinese delegation. Each one-to-one meeting was arranged for 20 minutes allowing 183 UK companies to engage in intense and thorough conversations with the Chinese delegates.

## Luxury in China

*The Chinese economy is shifting to a consumption growth model, prompted by policies from the Central Government. Chinese consumers now account for 25% of luxury spend worldwide.*

*UKTI and CBBC have helped numerous British luxury companies, including some of the big players, niche brands and industry associations, to learn about and enter the Chinese luxury market.*

This format proved beneficial to all involved with numerous business deals already signed and a number of UK companies following up with requests for UKTI and CBBC to conduct in-depth market entry strategy research projects.

UKTI, CBBC, and partners Scottish Development International arranged the delegation to visit various companies across the UK, including Johnstons of Elgin, a maker of luxury knitwear from Edinburgh, and Burberry, in London.

The delegation also participated in the Royal Warrant Exhibition, which gave them the opportunity to visit a range of Royal Warrant holding companies at the Coronation Festival at Buckingham Palace. Her Majesty the Queen and HRH Prince of Wales attended and many of the Chinese delegates were able to see the Queen and other members of the Royal family whilst they toured the exhibition.

The Chinese delegation were all impressed with the overall programme and the British businesses they met. Likewise, the UK businesses were pleased to have the opportunity to meet so many decision makers from Chinese companies. Seaton House said: "What a great way to show off Britain to the Chinese industry, reassuring them Britain is serious to do business to only the highest of standards."

There are a number of business deals already signed and more are likely to be completed in the coming months as relationships develop. There is also demand from UK companies and Chinese buyers for a repeat-mission in 2014.

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For info on future activities contact our Retail teams directly, or register on: [www.ukti.gov.uk/export/countries/asiapacific/fareast/register.html](http://www.ukti.gov.uk/export/countries/asiapacific/fareast/register.html)



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