

HOW A UK ENGINEERING FIRM SUCCESSFULLY LAUNCHED IN CHINA



Modern Water, which develops membrane technologies and manufactures and supplies water monitoring and wastewater treatment systems, was seeking a safe, low-risk passage into the Chinese market. Registered in the UK in 2007, it has now firmly established its own offices and operations in China on the back of CBBC's Launchpad scheme.

Modern Water initially joined the Launchpad scheme because they wanted a reliable short-term base from which to test the Chinese market at low operational risk. They wanted to carry out first-hand, in-market research without having to invest large amounts of capital or time.

Through the Launchpad placement, CBBC enabled Modern Water to set up a presence in China simply and quickly, including helping them over some initial legal hurdles, since the company had not yet registered a legal entity in China. The partnership with CBBC also boosted Modern Water's local brand image, giving them credibility and a promotional edge in this new market.

CBBC employed a project manager to work as Modern Water's representative in Shanghai, where they were able to carry out their research. Being Chinese, the project manager gave the company a stepping stone across the linguistic and cultural divide.

Modern Water spent two years as a Launchpad member. After the successful trial period in which they identified opportunities to expand, they graduated from the scheme and now employ five staff in China and have begun working with clients in a brand new sector. The company continues to make progress as an established business.

"Launchpad helps a lot with the preparation stage and also minimises risk."

**Linian Li, Country Manager, China
Modern Water**