

CBBC profiles

Introducing some of the CBBC staff in our 19 offices around the UK and China



Brian Outlaw OBE
Executive Director

Brian has overall responsibility for CBBC operations in China and engages with all levels of government there.

He has lived and worked in China for 22 years and his in-depth knowledge of establishing, running and managing businesses in China would be hard to equal.

A trained geologist, Brian spent many years working in the oil industry. As President, BP China, from 1988, he was responsible for all BP activities in China and Hong Kong, and gained first-hand experience of the running of foreign-invested enterprises when he served on the boards of several joint ventures. He later led PowerGen's China operations.

Brian joined the CBBC staff in 2001, as director, China. In 2010 he was awarded the OBE for services to British business interests in China.

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Chris Cotton
Director

Chris leads CBBC activities in the East of England region.

He has wide experience in the services sector, having worked for companies providing shipping, trade show organisation and education services to China. Based in Hong Kong for seven years, Chris worked closely with Chinese government and industry organisations running b2b events in mainland China. He then worked for the University of Cambridge, developing the examinations division's business in China.

Chris joined CBBC in 2005 and has since advised hundreds of companies on all aspects of their China business. He also leads CBBC activities in the life sciences and the China Tomorrow innovation & technology initiative to commercialise new ideas.

Chris is a Chinese speaker.

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James Liu
Chief Representative &
Office Manager CBBC Wuhan

James heads CBBC's activities in China's central region.

A trained physicist, he has worked in the public and private sectors, in China and Canada.

He has extensive practical experience of exhibition management and finely tuned negotiating skills, gained from eight years of working for the Hubei branch of China Council for the Promotion of International Trade.

Since 2002, James has been the chief representative of the Manchester-Wuhan liaison office in Wuhan. He joined the CBBC staff in 2005. With eight years' experience of providing market research and consultancy to British companies, he can advise authoritatively on the issues affecting British companies in China, and on market conditions in central China.

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Holly Chen
Agri-Food Executive
CBBC Beijing

Holly is an agricultural specialist, with 15 years' experience in the field.

She gained much technical knowledge about beer production while working for the Sino-British Bass Ginsber Beer joint venture in Beijing, where she was raw material controller responsible for the quality control of brewing materials.

Since joining CBBC in 2000 as a project officer for the agri-food sector, Holly has advised hundreds of UK agricultural companies on questions relating to trade and investment in China.

She has much experience in dealing with agricultural research institutes and with Chinese government bodies, at national and provincial levels.

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June Waidson
Office Manager
CBBC London

June joined CBBC in 2004 and looks after the day-to-day running of the CBBC's head office in London. She handles the booking, organisation and preparation of the many meetings that take place in CBBC's boardroom.

June is the first point of contact for most people communicating with CBBC's head office. Whether you are an individual visitor, or part of a delegation, you can be sure that you will be greeted with a smile and a warm welcome by June.

June is a valuable source of information on CBBC activities and events, having helped at countless meetings, seminars and other events. She takes pleasure in getting to know member companies and in recognising names, faces, and voices on the telephone too.

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Leanne Wang
Office Assistant
CBBC Qingdao

Leanne joined CBBC Qingdao in 2005 and assists in all aspects of the CBBC's work in Shandong province.

While working at the local international trade promotion body CCPIT she gained practical experience of setting up foreign investment projects in China, being involved in the negotiations on several European invested ventures.

She has a thorough understanding of how overseas companies operate in China, and of the issues affecting them, having worked for several US companies in China.

Leanne has specialist knowledge of China's television and entertainment sector gained through working for the president of the Miss Universe China organisation.

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