

CBBC profiles

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



Claire Urry
Executive Director

Claire has responsibility for CBBC's network of regional offices in the UK. She has been actively involved in doing business with China for the last 20 years. Based in Lincolnshire, she also provides help and advice to companies in the East Midlands on all matters relating to trade and investment in China.

She has extensive experience in the agriculture sector, and is also a director of a farming and agricultural contracting business in the UK. With nine years of experience directing CBBC's agri-food sector work, she can give informed advice on issues affecting businesses in the sector in China.

She has also worked previously on initiatives in the retail, healthcare and financial services sectors. Prior to joining CBBC, she worked for British Sugar and for a Chinese tour operator. She is a fluent Chinese speaker.

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Helen Hu
Finance Manager

Helen provides advice on setting up and running a business in China. A qualified management accountant, she has an all-round knowledge of business procedures, including office registration, licensing a business, auditing and taxation. She has worked in CBBC's Beijing office for eight years.

Helen has in-depth knowledge of the non-ferrous and chemicals sectors, having worked in these sectors before joining CBBC. She worked as a trader of non-ferrous products and developed markets for nickel and cobalt in China.

She is also an invaluable source of information and help for British companies joining the CBBC Launchpad scheme, where CBBC employs staff to work exclusively for a member company.

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Lisa Liu
Chief representative, Shenyang
Manager, North East China

Lisa has managed CBBC's Shenyang office since it opened in 2005, and has helped many dozens of British companies to achieve success in Northeast China.

She is enthusiastic about the current opportunities and potential of the region, and is determined to help British companies to make the most of them, using her encyclopaedic knowledge of local government and business conditions. She can also advise on import and export procedures.

Starting her career with the automotive components company Schenck, she has an excellent knowledge of Shenyang's automotive industry. Lisa also gained a thorough knowledge of the agriculture, food processing and shipbuilding industries while at the Netherlands business support office.

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Jacky Chang
Event Manager

Jacky is based in CBBC's Beijing office. With a strong background in event management, he coordinates CBBC events in China, including visits by business delegations from the UK.

His training in business management in China and Canada led to a post with the US direct sales company Amway. He worked in PR and marketing; he eventually managed meetings and events in North China and helped Amway to hold seminars in overseas markets.

Jacky is committed to making events run smoothly and is always keen to receive feedback from clients.

He has considerable knowledge of China's PR and communications industry, and is a valuable source of information about this area.

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Kerrie Dyer
Membership Executive

Based in CBBC's London headquarters, Kerrie is the first point of contact for membership enquiries from existing members of CBBC, and for companies making contact for the first time. She is responsible for the day-to-day running of the membership department, and also organises many events for members throughout the year. She arranges the quarterly China Association lunches, which bring distinguished speakers on China-related topics together with CBBC members.

Kerrie joined CBBC in 2006, and has a thorough knowledge of CBBC services; she is a helpful source of information on how CBBC can assist companies in the Chinese market.

With 10 years' experience in customer service, she finds great satisfaction in working with member companies.

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John Liu
Project Executive

John is based in CBBC Shanghai, where he works in market research and consultancy, arranges visits by British business people to China, and organises events. He also assists UK companies in establishing a presence in East China.

John has in-depth experience in the life sciences, construction and retail sectors, and gets satisfaction from helping UK companies to understand the local business environment and investigate prospects for their business in the Chinese market.

Before joining CBBC, he worked in a trading company as a merchandiser, in charge of sourcing automobile parts and accessories in East and South China for export to the US aftermarket.

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