

Overseas Market Introduction Service (OMIS)

The China-Britain Business Council (CBBC) is the UK government's chosen partner to deliver China business development services. We work closely with UK Trade & Investment, the British Embassy in Beijing and the British Consulate-Generals in Shanghai, Chongqing and Guangzhou. CBBC has a presence in eleven cities across China, so our teams are well placed to assist you with your approach to the market.

CBBC can assist you by undertaking tailored research using our extensive network of dedicated researchers. Such work would be delivered through the UKTI service, Overseas Market Introduction Service (OMIS).

Examples of previous OMIS projects include:

- Market & Sector Reports
- Market Research
- Identification of market initiatives & opportunities
- Identification of potential partners
e.g. agents, distributors
- Meeting Arrangement
- Local contacts
- In-market activities
e.g. seminar, group visits
- Product Launch & Event organisation

A bespoke workplan will be developed and agreed with the researcher, who will be conducting the work on your behalf. The cost will vary according to our access to the information required, and the focus and location for the project.

We would be happy to quote on an individual brief following a discussion on your specific requirements from the service.

OMIS in Regional Cities

With the identification and recent publication of the Regional Cities Report, CBBC can work with UK clients to assess their approach and opportunities specific to their business in regional cities.

CBBC's expansive coverage across China, including representation in several regional cities, allows you to access our on-the-ground team to tap into their market intelligence and knowledge.

Next Steps

If you are a UK based company, either in the UK or perhaps already overseas, we can assist you through OMIS. For more information about how OMIS might be used to assist your company's strategy for China, please contact the OMIS team on omis.london@cbbc.org, or contact your local UKTI International Trade Adviser.

Contact

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