



2019

Invest Northern Ireland ('Invest NI') is part of the Department for the Economy of Northern Ireland and provides strong government support for businesses by effectively delivering the Government's economic development strategies. As the regional business development agency, Invest NI's goal is to grow the local economy by helping new and existing businesses to compete internationally and attracting new investment to Northern Ireland.

GOALS IN CHINA

In China, Invest NI supports new and existing businesses in Northern Ireland to grow and compete in the China market and promotes Northern Ireland as a UK/European location for Chinese investment as well as a destination for international education from boarding schools through to post-graduate study.

PARTNERSHIP

CBBC is a key partner for Invest NI in the China market and Invest NI is a corporate CBBC member. Invest NI's CBBC membership has benefitted the organisation's status as a regional business development agency, as well the interests of its clients whose businesses are diversified across China.

MARKET OPPORTUNITIES

In 2019 the UK beef export ban to China was lifted, this was good timing for Northern Ireland's beef and dairy exporters to take a closer look at the China market for future business opportunities. To best equip them with the skills and the knowledge to succeed in China, Invest NI commissioned CBBC's Food & Drink team to deliver a report titled "The Market for Meat and Dairy Products in China". Throughout the commissioning of the report CBBC worked closely alongside Invest NI to identify key topics of interest, efficiently communicating across team members in the UK and China, and successfully delivering the report within a tight deadline.

RESEARCH OUTCOMES

CBBC's finished research report was delivered to a cluster of red meat and dairy clients in Northern Ireland during an export workshop held by Invest NI in October 2019. Invest NI's clients expressed that they were pleased with the quality of information and advice provided on accessing the China market within the report.

Invest NI believes the report will help its clients to implement an effective strategy for entering or expanding into the China market. Should the final steps of the lifting of the ban on British beef be effectively concluded in 2020, Invest NI's beef clients are predicted to export related products totalling an annual value of at least £10 million to China.



CBBC's Ran Guo and Antoaneta Becker are great to work with as they are dedicated on our market research project and showed great team work and professionalism in sector knowledge and market practice for both China and UK. I also appreciate the broadness of information sources they cited in the report, and the effort they made to deliver this report with tight deadline pressures.

**Tiffany Fu Wen, Trade and Investment Manager,
Invest Northern Ireland**