



Jersey Finance

Delivering Insight • Driving Innovation

2014 - 2017

Jersey Finance is a not-for-profit marketing organisation, which was formed in 2001 to promote Jersey as an international financial centre. It has offices worldwide, and used CBBC's Launchpad services in Shanghai to launch its presence in the China market.

TRUSTED PLATFORM

Jersey Finance joined CBBC's Launchpad scheme in 2014, with a view to establishing a name for its brand in China. As the company serves a niche market and was new to China it decided to use CBBC's Launchpad platform, as a way to launch its presence and benefit from CBBC's extensive in-country expertise.

STRONG REPUTATION

Jersey Finance found being associated with CBBC's strong reputation in China valuable, particularly at the beginning of its journey. The company also benefitted from the more practical aspects of the Launchpad scheme - such as having office space in the British Centre in Shanghai, and having HR and legal issues handled by CBBC's administrative staff.

NETWORKING & MARKET RESEARCH

CBBC's networking events also proved a great platform for Jersey Finance; allowing the company to build up local contacts quickly, despite being fresh to the China market. Jersey Finance also became much more familiar with the local finance sector as a result of CBBC's market research.

LOCAL EXPERTISE

Jersey Finance's Project Manager in China not only had extensive experience of the finance sector in China, but was also fluent in English, Mandarin, Cantonese and the local Shanghainese dialect: allowing the company to side-step any language barriers when doing business. The hiring of a local employee in the China-market allowed Jersey Finance to quickly and effectively expand its client database in China.

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Without Launchpad we would have faced a much larger risk on entering the Chinese market. ”

Garry Zhao

Project Manager, Jersey Finance



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