



2013 - 2016

The **Marine Stewardship Council (MSC)** is an international non-profit organisation which recognises and rewards efforts to protect oceans and safeguard seafood supplies for the future. As a result of using CBBC's Launchpad service, MSC has established a trusted team and a strong brand in China.

ACCESS TO CHINA

Underpinned by CBBC's strong reputation and accountability in China, the Launchpad programme gave MSC access to a wide variety of industry exhibitions in China - such as the China Fisheries & Expo, and SIAL China. This provided MSC with a springboard to build a solid foundation in the China market, and to develop crucial relationships with local partners.

REDUCES RISK

Launchpad provides a platform for companies to test their decision whether or not to enter the Chinese market, as well as an opportunity to test Launchpad managers and candidates on their China strategy. Launchpad can thereby empower companies which are new to China to lay a solid foundation for their future development within the country.

COMPLIANCE

Collaborating with CBBC via Launchpad gave MSC peace of mind that its China operations were in line with local laws. CBBC also supported MSC to register as a WFOE (Wholly Foreign-Owned Enterprise) in China, and provided legal assistance in this process.

CLOSING THE CULTURAL GAP

CBBC's Launchpad office provided a working environment which was similar to that within the UK for MSC's Launchpad manager. This environment helped her to understand the UK's business culture and working customs; which proved useful in helping her to communicate easily with staff based in MSC's headquarters in the UK.

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Prior to using Launchpad, there was little market awareness of MSC in China. During our time as Launchpad members we made sure we included CBBC's logo on our company name card in China - so as to build the credibility of our organisation amongst Chinese stakeholders, via its association with CBBC.

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Ms Ann An
China Market Director, MSC



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