



2015 - 2018

**WSP Textiles** is a woollen textile business, specialising in making woollen cloth for the billiards industry and for the felt that covers tennis balls. WSP Textiles joined the Launchpad scheme in 2015, and went on to successfully register its Wholly Foreign-Owned Enterprise (WFOE) in China in 2018.

## BUSINESS STRATEGY

Over the three years that WSP Textiles used Launchpad, the company tested and solidified its China business plan, finding this to be well-aligned with its original business plan. Its three major objectives for China: to become well-placed to understand the market; work closely with partners; and maintain a strong market position and share in China, were all achieved.

## COMPLETE SUPPORT

Launchpad offers a number of advantages when used as a stepping stone to enter China. WSP Textiles' staff did not have to dedicate time and resources to administrative matters pertaining to company establishment: instead CBBC's Launchpad team handled administrative matters, taxation, and bank accounts. Launchpad is a simple, easy way to achieve representation in China. Users need only provide input on their preferences when recruiting local staff. Once the right candidate is found companies can get up and running very quickly.

## CREDIBLE REPRESENTATION

Having a Chinese national directly represent WSP Textiles in-market gave WSP Textiles credibility in China, and enabled the company to build trust and rapport with potential business partners.

## STRONG POSITION IN MARKET

Throughout WSP Textiles' use of Launchpad, its business was protected and the company became well-placed to understand the Chinese market: working closely with partners to maintain a strong position in China and a strong market share. WSP Textiles continues to work well with its partners in China and is enjoying growth as snooker and pool grows in popularity across the country.

“

For us, Launchpad was a positive experience. We're probably a little unique as a Launchpad user, nevertheless for us, it was a very beneficial experience, allowing us to set up our first representative office in the China market. ”

Duncan Kettell, Sales Director, WSP Textiles



## CONTACT

Anne Zheng, Director Launchpad  
+86 (0)10 8525 1111 (Ext: 700)  
[Anne.Zheng@cbbc.org.cn](mailto:Anne.Zheng@cbbc.org.cn)

