



2017 - present

Walkers Shortbread's products are a firm favourite in China, and the brand has now sold its products in China for over 20 years. However, it was only in 2017 that Walkers added a China-based staff member to its team to focus on further market development. It did so via CBBC's Launchpad programme.

## KNOWLEDGE SHARE

CBBC's Launchpad service has provided Walkers with an opportunity for shared learning and knowledge exchange between itself and CBBC, as well as CBBC's partner organisations, including the UK's Department for International Trade (DIT).

## KEY TO SUCCESS

Walkers has benefitted from having a Chinese team member working for the company in China, due to this staff member's in-depth understanding of the Chinese market, culture, and ways of doing business. She has taught Walkers a lot about China, and her expertise and insights have had a positive impact on the company's growth. Walkers has described CBBC's assistance in the recruitment of local Launchpad staff as invaluable.

## CBBC MEMBERSHIP

Walkers opted for CBBC's Launchpad service, rather than that offered by a private consultancy company, due to CBBC's extensive experience in running the service. Launchpad has evolved over time to meet the needs of members, and is a tried-and-tested way for UK companies to assess the China market.

## A BRIDGE TO CHINA

Walkers has described CBBC's ability to act as a bridge between the UK and China as the greatest benefit associated with the Launchpad service. This readily available link to China has been highly convenient and helpful.

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Having a team member based in CBBC's dynamic Shanghai office, and enjoying access to CBBC's food and drink team located there, have been tangible benefits of using the Launchpad service.

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Ms Lorna MacLeod

International Sales Manager, Walkers Shortbread



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