



China-Britain
Business Council
英中贸易协会

CHINA BUSINESS GUIDE 2024 SPONSORSHIP PACK

Advice 建议 | Analysis 解析 | Access 渠道

INTRODUCING THE CBBC CHINA BUSINESS GUIDE 2024

The China-Britain Business Council is delighted to announce the launch of our forthcoming China Business Guide 2024. With the market having reactivated throughout this past year, we would like to invite our members to be part of this Guide, sharing your extensive knowledge and insights through CBBC to business prospects across the UK.



KIRAN PATEL
Senior Director (Commercial)

*“In light of global economic uncertainties, the China market more than ever represents a **fundamentally important business consideration** for UK exporters. Despite this, perceptions and knowledge of what China offers have both changed, having been disrupted by the pandemic and impacted by wider geopolitical headwinds.*

*“Yet the China opportunity remains. Indeed, following the reopening of the borders at the start of 2023, the government at state, provincial and municipal levels is now working to restate and reinforce China’s **global attractiveness as a destination for exporting and investment.***

*“At the CBBC, we have been helping UK businesses understand the nuances of working with this market since 1954. In our 70th year we will continue to do so with the publication of our **China Business Guide 2024.** The Guide will act as our lead collateral throughout next year, being shared with an audience of China-ready UK businesses and trade bodies throughout our membership and wider stakeholder network, so as to demonstrate that with the right strategy and advice, now can be the right time to engage with this irreplaceable market.*

*“One of CBBC’s core strengths is that we do not act alone: we collaborate closely with our members, combining both our and your expertise and experience. We therefore invite you to explore how you can benefit from the **partnership opportunities** within this Guide and we look forward to the chance to work with you.”*

AN OVERVIEW OF THE GUIDE

Our forthcoming China Business Guide 2024, to be launched in December of this year, will bring together the latest practical advice and analysis about the China market from CBBC and our members.

- » A collaborative project between CBBC and our members, the Guide will provide informative, nuanced and in-depth business suggestions for UK companies looking to establish or expand a China presence, to export to China and to source from China, backed up by the latest data, statistics and expert opinions.
- » The Guide will help UK companies to build knowledge, shape strategies and mitigate against business risk, covering a wide range of China-relevant themes that include:



Getting started



Exporting goods and services



Sourcing and importing



Protecting your business interests



Incorporating and growing a business

- » All partner content will be clearly branded and presented alongside CBBC's own content within the Guide, enhancing your visibility to China-ready and China-curious businesses across the UK.
- » This latest edition of our China Business Guide will be supported through an ongoing programme of events, as well as through regular features and promotional pieces published via our extensive online and social media presence.

PROMOTING AND DISTRIBUTING THE GUIDE

As well as the publication of the Guide itself, CBBC will drive a programme of events, roadshows and business clinics through which the Guide will be our flagship collateral. It will also be supported by a campaign throughout 2024 to engage UK businesses with China, building their knowledge and enabling opportunities for our partners to reach out to and work with new clients.

ONGOING DEDICATED EVENTS, ROADSHOWS AND BUSINESS CLINICS THROUGHOUT 2024

PROMOTION AND DISTRIBUTION PLAN

Topic-based online and offline events attended by companies from different sectors requiring support at different stages of their China journey, providing both in-depth guidance about the China market and networking opportunities.

Wider dissemination from CBBC's UK and China teams positioning the Guide in their **direct follow ups** to membership and client conversations; and as follow up collateral from all events and clinics with businesses.

Regularly featured on CBBC's **China-Britain Business FOCUS platform** and **social media channels**, reaching our audiences in both UK and China.

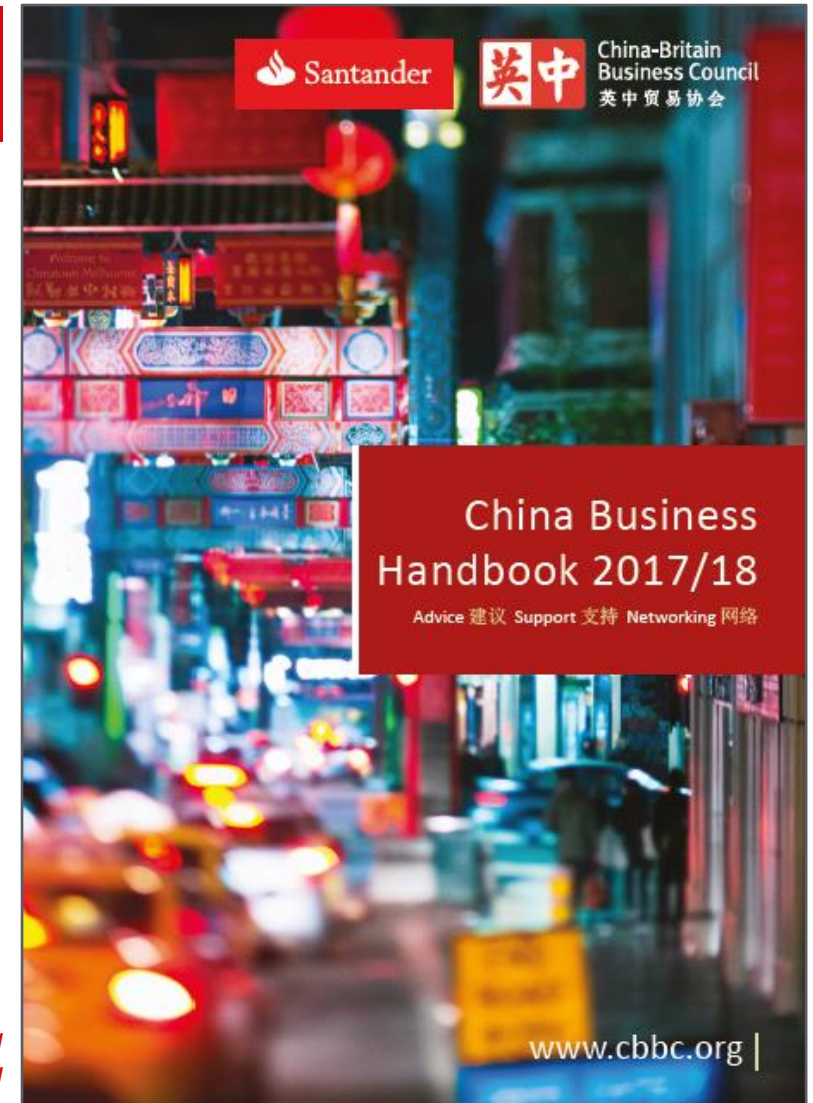
CHINA BUSINESS GUIDE 2024 SPONSORSHIP BENEFITS

Sponsorship of our Guide offers **THREE** Lead Partners a premium opportunity to directly reach active businesses and build leads in both the UK and China throughout 2024.

LEAD PARTNER £3,500 + VAT (3 PACKAGES AVAILABLE)

- » **BRANDED TWO-PAGE ARTICLE** within the Guide on a chosen topic, complete with a clear attribution, company introduction and contact details
- » **LOGO PLACEMENT** on the front cover of the Guide and across all related pre- and post-launch promotional material
- » **POSITIONING & BRANDING** as a Lead Partner inside the Guide and all related promotional material
- » **PRIORITY ACCESS** to speaking opportunities throughout our 2024 events programme
- » **FURTHER VISIBILITY ACROSS CBBC PLATFORMS** in Guide-related content, including:
 - > **China-Britain Business FOCUS:** a banner advertisement and a dedicated article featured on the main content carousel (both for one month within the calendar year and both with click-through functionality)
 - > **Social media:** an announcement of Lead Partner status and promotion of Guide content on owned social media channels (X/Twitter, LinkedIn, WeChat)
 - > **Member newsletters:** publication of a further article (with click-through functionality) each quarter in CBBC's member newsletter
 - > **Video insights:** an interview filmed with an executive from your company, built into the promotional plan for the Guide throughout 2024

An example of Lead Partner branding from a previous guide to doing business in China



CHINA BUSINESS GUIDE 2024 SPONSORSHIP BENEFITS

We also have six Content Partner opportunities available for our members offering excellent value for money.

CONTENT PARTNER £650 + VAT (6 PACKAGES AVAILABLE)

- » **BRANDED ONE-PAGE ARTICLE** within the Guide on a chosen topic, complete with a clear attribution, company introduction and contact details
- » **POSITIONING** as a Content Partner inside the Guide and all related promotional material for the first month following the launch of the Guide
- » **ACCESS** to speaking opportunities throughout our 2024 events programme
- » **FURTHER VISIBILITY ACROSS CBBC SOCIAL MEDIA PLATFORMS** in content surrounding the launch of the Guide

An example of Content Partner branding from a previous guide to doing business in China

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3.2 Recruitment & Labour Laws

For UK companies looking to enter the Chinese market, an understanding of the common visa, tax and employment practices is essential. It is important for all companies and employees to understand their rights in terms of contractual agreements, hiring, terminating as well as other employment issues, such as the dangers to the individual and company should things not be followed to the law.

Where to Start

For effective international talent acquisition of Chinese professionals you need the right recruitment data and insights. The most popular channels used to recruit professionals in China are as follows:

Recruitment channels

1. Online job platforms
2. Social media networks
3. Personal network
4. Job fairs/career events
5. Recruitment agency
6. Resume upload database

Top 5 online job platforms to recruit Chinese professionals

1. 51job.com
2. zhaopin.com
3. 36.com
4. ganji.com
5. liepin.com

It should be noted, however that these online recruitment agencies request to see proof of legal status in China (i.e. that a legal entity has been established).

Taking a Cautious Approach

Hiring employees in China (the right way) is almost as difficult as terminating them. If you do not do your due diligence on your new employees, you find yourself losing lawsuits. Including clauses in your employment contract such as the non-competition clause are basic and of vital importance. There are plenty of other clauses that can be important as well. It is not recommend to use private investigators to investigate potential new hires as this is generally illegal in China. Instead speak with the previous employers about the potential hire, check references and salary slips from former jobs.

It also makes sense to insert a provision in your employment contracts with new hires that makes clear that a condition of employment is that your new employee has no restrictions of any kind from its previous employment. Note though that for this sort of provision to be effective you must set a probation period, and not a short one. Then if the employee fails to meet the conditions of employment, he or she can be terminated before drafted Employer Rules and Regulations. Lastly document everything and if you see a "red flag" terminate the employment yourself (or use a professional to handle it on your behalf).

Labour Laws

Independent Contractors
Though retaining someone as an independent contractor is not entirely impossible, it can only be done under very limited circumstances. First, you need to consider the tasks of the person you are seeking to hire. If your "independent contractor" is being managed according to your rules and regulations (i.e. the employee handbook) and s/he is working full-time in the office, it is very likely that such a person will be deemed an employee for purposes of the Chinese labour law. Moreover, if you wish to have full control over such person's behaviour, you might as well hire him/her as an employee in the first place.

Employment-at-will

China is not an employment-at-will jurisdiction, making it harder to come and go. Nonetheless, China employees can leave at any time for any reason so long as they give advance notice (generally speaking, three days notice during the probation period and 30 days written notice once past the probation period). In some Chinese cities (but not in others), with a well-crafted employment contract in both English and Chinese, it is possible to have an at-will arrangement with a non-Chinese employee.

PREVIOUS CHINA BUSINESS GUIDE PARTNERS

We have worked with a wide range of contributors when producing our previous guides to doing business in China, including the following companies:



CONTACT US

If you are interested in the sponsorship opportunities for the China Business Guide 20204 outlined in this pack, please contact:



KIRAN PATEL
Senior Director, Commercial
+86 (0) 10 8525 1111 Ext. 352
Kiran.Patel@cbbc.org



BEN ROTHERAM
Director, Business Development, China
+86 (0) 21 3100 7900 Ext. 120
Ben.Rotheram@cbbc.org



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