

## **Media release**

**Under strict embargo until Monday 11 July 2011 6.00pm**

### **China's Ambassador to set the seal on historic alliance**

During the Chinese Ambassador Mr Liu Xiaoming's first official visit to Scotland in July, the China Britain Business Council (CBBC) announced new partnership schemes with Scottish Chambers International (SCI) and the Scottish Council for Development & Industry (SCDI) with an aim to promote trade and investment between Scotland and China and provide professional support tools for Scottish companies interested in pursuing business with the region.

On Monday 11 July, Ambassador Liu Xiaoming witnessed Sir David Brewer, Chairman of CBBC, sign two Memoranda of Understanding between Mike Salter, Chairman of SCI, and Dr Lesley Sawers, CEO of SCDI, at a private ceremony at Glasgow City Chambers.

Sir David Brewer, Chairman of CBBC said:

"Partnerships are crucial in today's increasingly globalised world. Both SCI and SCDI have recognised the huge opportunity that China represents for Scottish companies. We are delighted that they have also recognised that CBBC is the ideal partner with whom to work to ensure that their members capitalise on these opportunities."

Mike Salter, Chairman of SCI also commented:

"This historic MoU confirms Scottish Chambers' commitment to helping businesses internationalise and we look forward to working with CBBC to help companies pursue their global aspirations via our programme of business clinics and trade missions."

**Dr Lesley Sawers, SCDI's CEO said:**

**"This year marks the 40<sup>th</sup> anniversary of SCDI's ground-breaking ambition to introduce Scottish business to China. Following our historic trade delegation to the PRC in 1971 we have consistently promoted China as a market of huge opportunity for Scotland. This MoU is a key part of the celebrations of a milestone year for SCDI. It signifies our continued commitment to work closely with CBBC, and will ensure our on-going China visits will result in even more Scottish businesses maximising their global potential."**

Editor's notes:

A China Ready programme has been agreed between CBBC and SCI. This is a series of free Business Clinics designed to help member companies with their Chinese business strategy on a one-to-one basis. Additional supporting services such as training and market research will also be on offer for to companies. **CBBC and SCDI will collaborate on projects in Scotland, as well as continuing to support companies participating in SCDI trade visits to China.**

A business banquet was hosted on the same day by CBBC in honour of the Chinese Ambassador, where the Ambassador will address over 100 guests from Scottish businesses on China's current politic and economic development, and his plans and thoughts on the future relationship and commercial ties between China and Scotland. This dinner is sponsored by Scottish Development International.

The China-Britain Business Council (CBBC) is the leading organisation helping UK companies grow and develop their business with China.

CBBC supports British companies of all sizes and at every stage of market entry with practical in-market assistance, services, industry initiatives as well as a membership programme offering access, seminars and significant networking. CBBC works closely with UK Trade and Investment and has a strategic partnership with the British Chamber of Commerce in Beijing providing Corporate Members with reciprocal membership.

Our business-led Board and professional team have extensive first-hand experience of doing business in China and through 57 years of engagement, CBBC has built up exceptional connections with government and business across China. CBBC's services are delivered through a network of nine offices in the UK and 11 key strategic locations across China.

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