

## Press Release

### The UK-Shandong Business Group launched

On Friday July 15th 2011 the UK-Shandong Business Group (GROUP) was launched in London by China-Britain Business Council (CBBC), in cooperation with Shangdong International Investment Promotion Agency, China (SDIIPA). Mrs Madeleine Sturrock, Managing Director of PanCathay witnessed the signing of the launch. The GROUP will establish a platform to promote, facilitate and streamline businesses and investments between the UK and one of China's leading province Shandong.



The coastal province Shandong is the biggest industrial producer and one of the top manufacturing provinces in China, with its nominal GDP ranked third in the country in 2010 and a keen interest and sound foundation for bilateral business ventures with the UK. PanCathay was recently appointed as UK representative by Zibo Hi-Tech Park, one of Shandong's 12 technology development zones.

The GROUP was founded by CBBC, which has 57 years of experience helping UK companies access the full

potential of the Chinese market with its connections with both public or private sectors in China, with the collaboration of the GROUP's first honorary associate member SDIIPA and its Chinese local expertise. The aim of the GROUP is to make a joint effort to provide assistance and convenience in bilateral cooperations between the enterprises introduced by both parties, to streamline information sharing on prospective ventures and related policies and regulations, as well as to facilitate the exploration of new local partners in activities such as visits and trade fairs.

On the Chinese side, with SDIIPA's expertise on advising foreign businesses to establish cooperative relationships with both local private sector and governmental institutions, it is willing to assist GROUP members in navigating through official formalities and supporting the protection of members own legitimate rights and interests. On the UK side, CBBC will promote Shandong's business environment to GROUP members and to assist Shandong in establishing collaborative relationships with the UK governmental agencies and chambers of commerce, which will be invited to join as associate members of the GROUP. These will be achieved through various business events such as seminars, exhibitions and information exchanges designed to suit GROUP members' interests.

**For further information please contact:**

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