



Press Release

PanCathay Consulting Ltd appointed as UK Representative for Zibo Hi-tech Park.

On a short visit to Zibo, PanCathay signed an agreement with Zibo Hi-tech Park which appointed PanCathay Consulting Ltd as Zibo's representative in the UK. The deal gives PanCathay the right in the UK to promote the Hi-tech Park and to identify potential partners and customers among UK companies in order to help them co-ordinate business with Zibo HTP.

Given that Shandong is the third largest economy in China and has a high number of cities with the fastest growing GDP, Shandong has been targeted by the UK for greater attention in future. UKTI has produced a report exclusively focusing on this province and is aiming to encourage more UK companies to take an interest in the province. Zibo is a distinctive and important industrial city in the economic area surrounding the Bohai Sea of China. Zibo's GDP in 2009 was 247.31 billion RMB and its gross industrial output was 607.416 billion RMB. It is very conveniently located close to the provincial capital of Jinan, with which it shares an airport. This Hi-tech Park covers many industries but has a strong focus on new materials, modern medicines and advanced healthcare equipment, advanced manufacturing and electronic information.

ZBHTP is one of only 56 State -level hi tech Parks and obtained ISO 14001 in 2005. Over 4,000 enterprises are located here, including 400 overseas companies. At present it has several famous foreign companies, including Siemens, BASF and GE. Its key focus for development in the future is in the six Specialized Industrial Innovation Parks which are currently being constructed, namely: Advanced Ceramics, Modern Medicine, Fine Chemistry and Polymeric Materials, Advanced Manufacturing, Electronic Information, Biological Products. It

has several major players in these areas and is keen to grow these areas of expertise. PanCathay will be making every effort to identify and attract key investors and partners from the UK to help develop these industries.

Mr Zhuang Ming, Zibo Municipal Assistant Mayor and Director of ZBHTP said, “PanCathay has a long and close association with China and the managing director, Madeleine Sturrock has personally worked in China business for more than 20 years, first with the 48 Group and then with CBBC. Now she pays close attention to the development of Shandong. ZBHTP has signed this agreement with PanCathay in order to achieve the following:

- To use PanCathay’s commercial skills to publicise the Park
- To give PanCathay the right to issue project information and regular news updates
- To help us connect with appropriate UK companies for future business development
- To help us to identify experts in technical fields who would be willing to come to Zibo as foreign experts as our guests to help with our development.
- To identify any opportunities for our companies to find partners overseas



Mrs Madeleine Sturrock, Managing Director of PanCathay said, “We are delighted to have reached agreement with Zibo Hi-tech Park to act as their representative in the UK and to have the opportunity to work with them to achieve a greater involvement in Zibo from British companies. PanCathay has been visiting Shandong and building relationships in that province for some time now and we are beginning to know the territory well. We already have agreements with other development zones in China and it is a great honour for

us to be appointed to this role. We are confident that Zibo will prove a popular entry point for overseas investors interested in investing in Shandong and we believe this agreement will give UK companies unrivalled access to Zibo.

For further information contact:

PanCathay contact: Qing Zheng on qing@pancathay.com

Zibo Hi-tech Park contact: Xiujuan Li on 3589696@163.com

Notes for Editors

Zibo Hi-tech Park is one of the 56 State-level Science and Technology Parks approved by the State Council. It was set up in 1992 and now has over 4,000 enterprises with 6 listed companies and 58 recognised hi-tech companies.

PanCathay Consulting Ltd is a specialist consultancy providing tailor-made solutions for UK companies aiming to develop business with China, and Chinese companies and organisations planning to do business in the UK and Ireland. The company was set up in 2003. Its managing director has more than 25 year's experience of dealing with China and is a frequent speaker at China business events.

Address:

Room 210(Management Division,
Office of Investment Promotion Work Committee)
106 Wangjie Road
Zibo New & Hi-tech Industrial Park
Zibo,
Shandong
255086
PR China

PanCathay Consulting Ltd
62 Benbow House
24 New Globe Walk
London SE1 9DS. UK