

CBI in China:



An Operational Overview

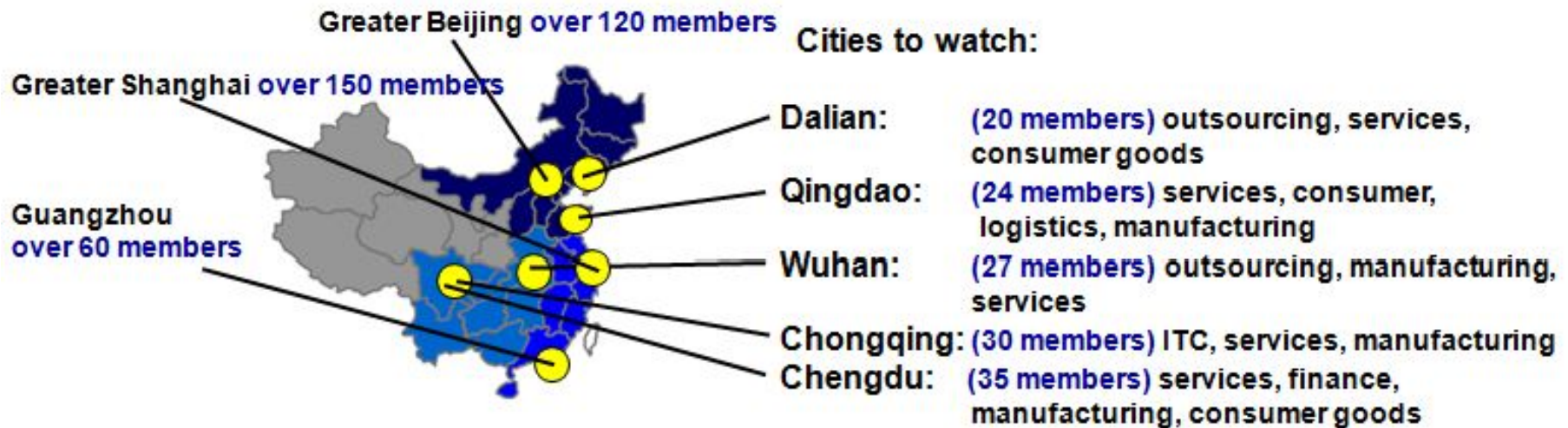
Beijing, October 2011

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Chief Representative, CBI China

CBI China: *the facts*

- Five-year presence in China
- Member services: representation, networking and business intelligence
- More than 500 CBI members operate in 26 regions across China
- At least half of the FTSE 100 CBI member companies are in China



CBI China: *the offering*

- **Analysis:** Beijing-based office providing independent, on-the-ground economic, business and political analysis of key issues facing companies in China as well as the latest CBI member success stories
 - ✓ Weekly business blog **China Direct** at: http://cbi.typepad.com/china_direct
 - ✓ Bilingual website at: www.cbichina.org.cn
- **Lobbying:** A channel for lobbying and raising one's corporate profile
- **Access:** Access to CBI and UK/international business events, including annual UK-China bilateral summits, private CBI member dinners and breakfasts, Ministerial visits, etc.
- **Networking:** Links and contact with CBI's national membership—currently active in 26 provinces

Key business issues

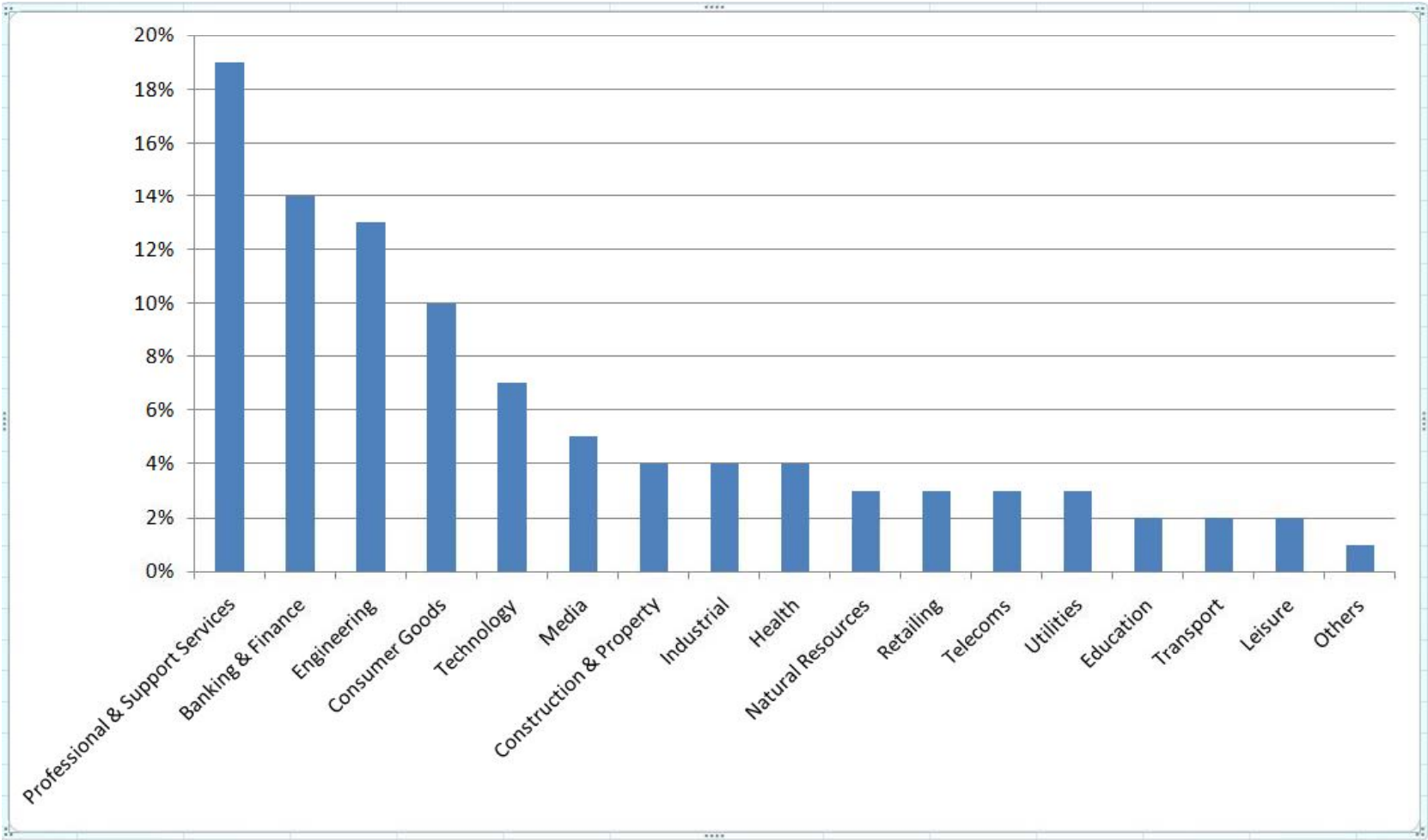
- **UK Bribery Act:** drafting/implementation in first half of 2011 and implications for British companies overseas
- **Climate Change:** looking ahead to the UN Framework Convention on Climate Change (UNFCCC) in Durban, South Africa in December 2011
- **Market Access:** regulatory restrictions on business growth in China
- **Safeguarding IP**



5 MOST SIGNIFICANT REGULATORY OBSTACLES, 2011



CBI China's diverse membership



Sampling of China membership



Did you know that our membership also includes...



The University of
Nottingham

- Pinewood Studios
- Burberry
- Penguin
- Premier League
- Bentley
- University of Nottingham



And a diverse membership base...



- **Huawei:** A global leader in high-tech innovation, Chinese telecommunications giant Huawei has had an active presence in the UK since 2001, and plans to continue deepening the positive relationships it has already established with British business and consumers
- **Cheung Kong Business School:** Founded in Beijing by leading Hong Kong entrepreneur Li Ka-shing, Cheung Kong is China's first private, non-profit and independent business school.
- **Diverse CBI membership:** CBI welcomes international companies from all nationalities with a presence in the UK to join its membership.

Snapshot of member activities



- **Bentley:** In May 2011, Bentley held its global dealer conference in Beijing. China is now Bentley's second-largest market in the world.
- **Diageo:** In June 2011, Diageo received approval for its acquisition of Shuijingfang, a leading producer of the hugely popular Chinese white spirit *baijiu*
- **Tesco:** In July 2011, Tesco launched its first 'green' logistics centre in China
- **Huawei:** In August 2011, Huawei appointed John Suffolk, former Chief Information Officer of the UK Government, as its Global Cyber Security Officer
- **Rolls-Royce Motor Cars:** In September 2011, Rolls-Royce announced that it is offering the exclusive Year of the Dragon Collection
- **RSA:** In September 2011, RSA opened a branch office in Nanjing

2010 at a glance



- UK PM David Cameron took the **largest-ever British delegation to China**, and former CBI DG Sir Richard Lambert led the business contingent of 50 companies
- UK-China bilateral relations defined by new theme of “**partners for growth**”
- CBI China continued to engage extensively with our members
- **Lobbying efforts:** CBI China lobbied UK government and key Chinese ministries, including MOFCOM and CCPIT, on behalf of our members

2011 so far



- **Continued high-level bilateral engagement:** Chinese Vice Premier Li Keqiang visited the UK in January and Chinese Premier Wen Jiabao visited in June
- **Commercial success:** CBI members well-represented in the impressive trade deals signed during the high-level visits and continue to grow their businesses in China
- **Policy changes:** Immigration, drafting and implementation of the UK Bribery Act, etc.
- **New CBI leadership:** In February, John Cridland succeeded Sir Richard Lambert as Director General of the CBI
- **CBI engagement:** CBI Beijing continues to promote our members' interests in China, regionally and the UK
- **Climate change:** Rhian Kelly, CBI Director for Business Environment, visited China and Japan in August 2011

Looking ahead



- **CBI Projects:** Our Beijing office is currently contributing to the China sections of two major CBI projects, which will be released later this year
 - ✓ Increasing UK Exports
 - ✓ Rebalancing the Economy
- Continuing to track and share **CBI member successes in China** with the UK and Chinese governments as well as our member network
- **John Cridland's visit to China in October 2011**
- **CBI 2011 Annual Conference on 21 November**
- **Upcoming political handover in China in 2012 and 2013**

Conclusion

- CBI has increased its international membership offering



1. Improving business intelligence and information services:

- ✓ Supporting and adding value to CBI members
- ✓ Sharing member feedback across China network



2. Expanding business member network across China and Asia-Pacific region



3. Increasing member profile and reach to ensure that the CBI is the voice of business in China

THANK YOU

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