



UK  
TRADE &  
INVESTMENT



**Mission accomplished**

China Alliance Group helps Chinese businesses to set up in the UK. When it comes to finding new clients, UK Trade & Investment's outward missions have been invaluable

China Alliance Group is a professional consulting company based in Manchester. Since 2007, its team of specialists has delivered a tailor-made service to Chinese businesses wanting to set up in the UK, covering areas such as finance and accounting, taxation, banking, legal and property investment.

So far, China Alliance has provided services for more than 100 Chinese companies, many of whom see the UK as a stepping stone to a huge potential market in Europe.

"In recent years, trade links between the UK and China have improved dramatically," says Simon Li, Chairman of China Alliance Group. "Through my accountancy firm, SL Accountancy Solutions, I had built up 10 years experience in helping clients from China to set up their businesses in the UK. In July 2007, I decided to take this one step further and set up China Alliance as a one-stop-shop, where Chinese businesses can get advice and support on almost any area of doing business in the UK.

Now, if a client needs something that I can't do myself, I can refer them to a network of trusted service providers that I myself have worked with over the years."

### Successful networking

The China Alliance Group currently has 20 partners, helping over 150 clients including wholesalers and retailers of a range of consumer goods.

When it comes to winning new business, Simon makes the most of the different networks at his disposal, including the Association of Chartered Certified Accountants of which he is a panel member and the Greater Manchester Chamber of Commerce.

"Networking is key to our success," says Simon. "You can list your number in the business pages, but this doesn't give any guarantee that you'll win any new clients. Personal recommendations, on the other hand, are much more effective. China Alliance gets many referrals from the likes of UK Trade & Investment, Manchester Investment Development Agency Service (MIDAS), the China-Britain Business Council and existing clients of SL Accountancy Solutions who have been impressed with our service and are happy to recommend us to their families and friends."



### Fast facts

Company: China Alliance Group

Country: UK

Industry: Business to business

Website: [www.chinagroup.co.uk](http://www.chinagroup.co.uk)

**"Trade links between the UK and China have improved dramatically"**

## Local support

China Alliance doesn't rely on referrals alone. Simon is very proactive in generating and pursuing new leads, flying out to China regularly to build personal relationships and establish a solid reputation. In late 2007, the Head of UK Trade & Investment in the Asia Pacific region contacted Simon to see if she could offer any support. She told him about a trade mission to China due to take place in October that year, and Simon was confident that joining a group of UK companies would give him an advantage over going out there alone.

Since then, Simon has worked closely with UK Trade & Investment in Chongqing, and the team there has been instrumental in helping China Alliance win several new clients, including UK Sweetrip

International Trading Ltd, Nottingham Forest UK Trade Ltd and UK Hifu Service & Consultation Ltd, all of whom are now successfully incorporated in the UK.

"We have found the outward missions organised by UK Trade & Investment to be invaluable in making new contacts," says Simon. "Having the backing of a UK Government organisation gives potential overseas clients the confidence that they will get a good, professional and cost-effective service. Not only that, but the Consulate has given us practical support, such as helping us to get visas for our clients' staff to come to the UK. I'm about to join my sixth outward mission and I now encourage my own clients to make use of UK Trade & Investment's Passport to Export and trade mission services."

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## The UK and China

China is one of the world's most rapidly growing economies, with average GDP growth figures of around nine per cent per annum since the mid-90s. Trade between the UK and China has grown by 600 per cent in the last ten years and China has now surpassed Japan to become the UK's largest Asian export market.

The UK is one of the largest EU investors in China, with almost 6,000 British-invested projects as of spring 2008. Key sectors where Chinese demand for British expertise is likely to be particularly

strong include financial services; energy; ICT; healthcare; water; aerospace; automotive; construction; retail; telecoms and chemicals. The Chongqing UK Trade & Investment team can provide details about such opportunities for UK business in the SW China Region. You can contact the team by e-mail: UKTI.chongqing@fco.gov.uk.

The China-Britain Business Council, CBBC, now deals with general enquiries for China. For further information please go to [www.cbcc.org](http://www.cbcc.org), call +44 (0) 20 7802 2000 or email: [enquiries@cbcc.org](mailto:enquiries@cbcc.org).

## Helping you to do business abroad

Doing business in another country can be a challenge, so it's good to know that UK Trade & Investment is there to help you succeed.

Through a range of unique services, including participation at selected trade fairs, overseas missions and providing bespoke market intelligence, UK Trade & Investment can help you crack foreign markets and quickly get to grips with regulations and business practices overseas.

Through our Passport to Export programme we offer new and inexperienced exporters:

- free capability assessments
- support in visiting potential markets
- mentoring from a local export professional
- free action plans
- customised and subsidised training
- ongoing support once you're up and running

UK Trade & Investment is the government organisation that helps UK-based companies succeed in the global economy.

We also help overseas companies bring their high quality investment to the UK's dynamic economy – acknowledged as Europe's best place from which to succeed in global business.

UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

For further information please visit [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk) or telephone +44 (0)20 7215 8000

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