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**CHINA IS THE WORLDS FASTEST GROWING MARKET AND HELP IS AT HAND TO
ASSIST COMPANIES GET A PIECE OF THE ACTION**

While many countries are still recovering from the global economic downturn, China's growth has been sustained, with the economy growing 8.7% in 2009 (the strongest amongst all major global economies).

Not only does China provide low-cost manufacturing solutions for the global market, increasingly China's manufacturing industry is quickly moving up the value chain. The Government is pressing hard to improve infrastructure and social welfare as well as targeting resources on developing China's vast rural and interior regions to unleash domestic consumption. Industrial structures are shifting inland with dozens of new cities emerging and coastal areas developing into sophisticated urban clusters.

Whether selling to, trading with, investing or franchising; China offers opportunities in abundance for UK companies, large or small.

Local businesses can now access expert advice about tapping into this opportunity following the appointment of a dedicated South West business adviser, thanks to a partnership between UK Trade & Investment (UKTI) and the China-Britain Business Council (CBBC).

Chen Wu, a native of Wuhan – a central China city of nine million people - has become the CBBC's regional manager as well as an extension of UKTI's South West international trade team. He will split his time between UKTI's Bristol and Exeter offices, on-site visits with local companies, and the delivery of regional seminars and workshops.

Chen has extensive experience in helping many UK companies establish and expand business in China. He recently led a major research project looking at opportunities for UK businesses in China, beyond the traditional business centres such as Beijing and Shanghai. There are an abundance of opportunities across China's regional cities, with over 270 cities that have a population of over 1 million people.

Russell Jones, UKTI Regional Director said: "We're delighted that Chen has been appointed to the South West team, especially given the wealth of experience and insight that he brings to the role. His extensive, hands-on practical knowledge will be invaluable to local businesses that are looking to establish valuable contacts and partnerships, increase their export turnover, create or safeguard jobs, or sustain their competitiveness in this high growth market. He will be a valuable asset to the UKTI offering."

Claire Urry, China-Britain Business Council Executive Director said: "Chen will bring not only a wealth of personal experience, but also a direct link into CBBC's extensive UK and China network of 20 offices, to South West companies. Regardless of whether companies are looking to research potential export markets, identify agents or distributors or establish a permanent presence in China, Chen will be able to advise them on the most appropriate routes to market and offer a range of services through the extensive portfolio of CBBC and UKTI products."

Chen Wu said: "I am very excited and looking forward to working closely with businesses and stakeholders in the region, to increase our trade and investment activities with China."

Ends

Notes to News Editors

China-Britain Business Council

China-Britain Business Council (CBBC) is the leading organisation helping UK companies of all sizes grow and develop their business in China. Whether you are new to China or are seeking to expand in the world's fastest moving and most dynamic marketplace, CBBC, with a network of 20 offices and team of over 70 China business specialists across UK and China, offers an exceptional and comprehensive range of services, advice and support to help companies achieve success.

UK Trade & Investment

UK Trade & Investment is the government organisation that provides integrated support services for UK companies engaged in overseas trade and foreign enterprises seeking to locate in the UK. It brings together the work of teams in British embassies and FCO posts overseas and government departments across Whitehall. In England, international trade support is coordinated by nine International Trade Directors working in partnership with each Regional Development Agency. UK Trade & Investment services are delivered locally through a network of International Trade Teams. The devolved administrations in Scotland, Wales and Northern Ireland have their own arrangements for local delivery of services. For more information visit the web site www.uktradeinvest.gov.uk

GWE Business West

The South West UK Trade and Investment service is delivered by GWE Business West, a leading membership and economic development organisation delivering an extensive range of services to businesses. As a powerful voice for business we play a major role in shaping and supporting economic growth and success.

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