



World Eye Reports

United Kingdom

This report was produced by WORLD EYE REPORTS. If you would like further information on any of the companies and organizations featured here, please email us at info@worldeyereports.com


www.worldeyereports.com

Business is Great-Britain

By STEPHEN PHILLIPS

"The UK-China relationship is deepening every day. UK Trade & Investment agency statistics show that British exports to China have quadrupled since 2002 and doubled since 2009.

In 2013, average monthly exports to China broke the 1 billion pounds (\$1.72 billion) barrier for the first time. And we have seen more Chinese investment in the UK in the last two years than we did in the previous 30 years. These are terrific numbers, but so much more can be done."

"At China-Britain Business Council we are seeing that UK-China business cooperation is more and more diverse.

It is no longer only about UK companies bringing expertise and advanced services and products to China, but also Chinese companies coming to the UK.

More scope for success also exists in partnering UK expertise with Chinese investment around the globe."

"It is clear that our economies can complement each other and continue to grow together.

At CBBC we offer practical business support that helps both sides take advantage of these great opportunities."

The author is chief executive, China-Britain business council.

Taking sumptuously comfortable, high-end upholstery to China



PHOTOS PROVIDED TO CHINA DAILY

Clive Kenyon-Brown, CEO of Duresta

The British sense of style and sophistication is appreciated the world over. Based in Long Eaton, an English town renowned for the skill of its people in all aspects of furniture making, Duresta has been bringing comfort into people's homes for over 75 years. The company has established itself in the Chinese market through its successful partnership with Hong Kong Royal.

Since 1938, Duresta has been committed to producing hand-made, quality products based on innovative frame assemblies and world-class fabric cutting, sewing and upholstery to ensure customers enjoy stylish, durable and comfortable products.

Duresta frames are made from selected hardwood, using robust technical specifications. Its craftsmen bring years of experience, good judgement and care to their work.

The company's business philosophy stems from an understanding that sofas and chairs play an important part in establishing the character of a room and do not merely function as objects on which to sit.

While Duresta's evolving designs reflect changing tastes, at the heart of each piece lies an unmistakable "English Style", offering understatement, subtlety and fine proportions.

Duresta fabrics are sourced internationally

to offer customers a wide range of styles and colors. The company has held a unique licence to closely study the numerous design details and original pieces of furniture found in the collections of Britain's National Trust.

The Trust was founded in 1895 with the aim of saving the nation's heritage and open spaces, and Duresta's collections are inspired by the beautiful parks and woodlands in its care.

"There has long been a demand for high-end luxury products in China," says Duresta CEO, Clive Kenyon-Brown. "Duresta offers the Chinese market made-to-order sofas and chairs in hundreds of fabrics, each and every one of them hand-made in England by our skilled craftsman."

The company is committed to increasing its business in China while building on its strong retail partnership with Hong Kong Royal.

By working with the very best people and offering the highest quality furniture, Duresta is ready to take on the challenges and opportunities presented by the Chinese market.


www.duresta.com

World Eye Reports provided the story

Sustainable technologies for today and for the future

Johnson Matthey is a global speciality chemicals company and a leader in sustainable technologies. Many of its products enhance the quality of life of millions of people through their beneficial impact on the environment, human health and wellbeing.

Johnson Matthey focuses on clean air, clean energy, low carbon technologies and recycling of precious metals. All are areas which align with China's long-term national development targets and so for Johnson Matthey, China is a key market today and an important partner for the future.

Investment in its people, products and technology lie at the heart of Johnson Matthey's business and through this, the company continues to develop high technology solutions for its customers.

Johnson Matthey pio-



Johnson Matthey is a technology company and our customers in China value the high technology products we produce."

ROBERT MACLEOD
CEO OF JOHNSON MATTHEY



neered the development of emission control catalysts for vehicles and since their introduction 40 years ago, these products have had a major impact on global air quality, preventing millions of tons of pollutants from reaching the atmosphere.

Today the company supplies around a third of all cataly-

sts for cars worldwide, including the Chinese market.

Johnson Matthey's products and technologies also help customers make the most efficient use of resources.

The company is the world leader in the recycling of platinum group metals.

It also manufactures cataly-

sts which allow industrial processes to convert raw materials to desired products more cleanly, efficiently and using less energy.

As well as offering a broad range of sustainable technologies today, Johnson Matthey is investing in those for the future.

These include fuel cell and battery technologies for zero emission vehicles and products for water purification.

Seeing key opportunities in China, the company has already established a strong presence in several locations in the country, including Shanghai, Beijing and Yantai.

Chief Executive of Johnson Matthey Robert MacLeod is confident that the company will continue to strengthen its ties with customers and partners in China: "Johnson Matthey is a technology company and our customers in China value the high technology products we produce.

"We already have a strong manufacturing infrastructure in the country, supported by 700 employees, and have plans to increase our investment over the next decade.

"We also see opportunities to partner with customers and research institutes in China to support our strategy to develop new sustainable technologies. In addition, we are keen to build on our relationships with Chinese universities to develop the future scientists and engineers needed to support our business both in China, and across the globe," he said.



Johnson Matthey

www.matthey.com

World Eye Reports provided the story

Delivering solutions to China's healthcare sector

As the global healthcare industry focuses on improving the delivery of patient care, innovative technology solutions are vital to the industry's future. With extensive experience working with the UK's National Health Service, TPP is strengthening its international reputation and bringing its UK experience to China.

Over the last 15 years, TPP has established a leading role in the global healthcare software market.

Comprehensive IT solutions centered on shared electronic health records, facilitate better patient care. Stored patient information can be instantly accessed by clinicians treating a patient at the point of care. This ensures the most appropriate care is provided.



Our goal is to improve the delivery of patient care through a shared Electronic Health Record."

FRANK HESTER
FOUNDER AND CEO, TPP



TPP's range of products and services, such as "SystemOne" and "SystemInsight" can be tailored to different projects and the company is today helping improve the provision of healthcare across China.

With over 15 years of experience, TPP is delivering its proven model to China and engaging with health

bureaus and government bodies across the country.

The company is involved in implementing new clinical systems and assisting with public health surveillance and disease monitoring.

With local partners such as the Zhejiang Center for Disease Control, King T and TeamSun, TPP has achieved a strong position in the Chinese market.

"The success of the NHS makes the UK a strong global healthcare competitor," says Frank Hester, TPP Founder and CEO.

"We have already overcome a lot of the IT challenges China is facing today and our partners are benefiting from our long experience with the NHS. We are learning how the Chinese prefer to manage business relationships and by setting up our first Chinese office and hiring Chinese speaking staff we are establishing a strong presence in this important market."

As the Chinese healthcare system aims to implement a more integrated care model and improve elderly care, TPP is addressing these issues by expanding its initial pilot sites to ensure China fully realizes the benefits of connected care and big data analysis.

TPP is committed to transferring knowledge, training Chinese employees and establishing partnerships across China.

"Our goal is to improve the delivery of patient care through a shared EHR," concludes Hester. "We will drive innovation in connected care by implementing new technologies, connecting existing systems and providing expertise to our valued partners in China."


www.tpp-uk.com
www.tpp-uk.com/china

World Eye Reports provided the story

Bringing the essence of UK education to China

Founded by a group of Old Etonians, BE Education is advancing cultural, educational and business ties between China and the UK through innovative international schools in China.

Open to both Chinese and foreign students, Oxford International College of Changzhou demonstrates China's commitment to internationalization through its state-of-the-art 10-hectare lakeside campus, complete with a boat house to rival that of Eton College.

BE recognized the growing concern in China over the talent pool of graduates entering the workforce. 2014 will see a record 7.3 million Chinese

graduates entering the job market. However, many lack the soft skills necessary to succeed, leaving them struggling to find work in both Chinese and international companies.

"The schools BE is building combine the academic rigor of the Chinese system with the soft skills taught through British extracurricular activities," said William Vanbergen founder of BE Education.

"We help students develop into bilingual, bicultural leaders who will be able to help bring international business into China and help Chinese companies become more successful on the international stage."

From tai chi to rowing, to arts and drama, extracurricular classes build the vital skills of confidence, perseverance, teamwork and leadership. These are combined seamlessly with the Chinese focus on academic study – already yielding the top GCSE results in the country in 2013.

Overseas parents looking to give their children an edge are also increasingly attracted by the bicultural environment of OIC schools. Graduating with fluent Mandarin and a deep cross-cultural understanding makes students extremely attractive to top universities and almost guarantees quality jobs upon graduation.



William Vanbergen and David Cameron at 10 Downing Street discussing the role of education in UK-China relations.

Another benefit is that OIC schools in China are half the price of public traditional schools in the UK or the US.

Having an international boarding school in Changzhou has played an important part in the recent development of the city.

This is especially true in the city's Wujin district, which has become the location of choice for many new international businesses entering China.

As China looks to urbanize another 400 million people over the next 10 years, Changzhou's rapid growth has led to other local governments and real

estate developers approaching BE to add value to future developments.

Having recently signed an MOU in the House of Lords with Plymouth University and the city of Huai'an and arranged for Huai'an to be twinned with Milton Keynes, UK, BE Education is continuing to help drive the UK - China partnership into the future.

www.behk.org
www.czoic.com

World Eye Reports provided the story



A birds-eye view of the Oxford International College of Changzhou

Creating innovative and award-winning entertainment in China for the World

Today, the UK's creative industries account for 7 percent of the country's total GDP. With huge demand in China for programming content, British companies are looking east to develop partnerships in China.

British company Argonon is leading the way and seeking to create alliances in China to create world-class content within the country to export to the rest of the world.

Comprised of 12 companies with 700 employees, Argonon produces independent and innovative program formats and is ranked among the top five independents in the UK.

Argonon CEO James Burstall founded the company with a dash of "can-do" attitude and is passionate about the importance of ideas and talent.

The company creates cross-platform television, digital, cinema and mobile content formats including reality, entertainment, technology, documentary, arts and drama shows. With programs such as "Restaurant Divided", "Strip the City", "Superhumans",

"Power Races", "Money Makers" and "Cash in the Attic", Argonon has gained a strong international reputation for delivering award-winning content, with offices in London, New York and Vancouver, the company is now setting its sights on China.

Having launched a company in China, Burstall found in China a warm, ambitious, creative community. He recently spoke at the first "British-China Television Summit" in Xiamen.

"China is both dynamic and creative with a huge appetite to grow and innovate," said Burstall. "The Chinese are passionate about media, cinema, art, food, travel, fashion and technology, and they want to be creative global players. We aim to create 'win-win' partnerships and develop alliances with channels, producers and production companies to create original-formats and programs."

With its sights set on the Asian market, Argonon has established "The Bridge", a company designed to facilitate cross-cultural creative programming.



PROVIDED TO CHINA DAILY
James Burstall, CEO of Argonon

"We want to develop innovative formats in China and turn 'Made in China' into 'Created in China,'" said Burstall.

"Our plan is to build a world-class group in China and combine Chinese professionals with a dash of British flair and expertise to export our formats to the world. We are seeking partners in China to help us achieve this goal."

www.argonon.com

World Eye Reports provided the story

World-class financial center is ideal gateway for Chinese investment

The island of Jersey has long benefited from self-governance, judicial independence and the freedom to set its own taxes. These constitutional rights have enabled Jersey to develop a diverse, robust and international finance industry. With a global reputation for being well-regulated, open and transparent, Jersey is playing an important role in UK-China trade and investment.

This year marks 20 years since the first Chinese company was registered in Jersey. To date, one third of the Chinese companies that have listed in London have done so through the island. Jersey Finance has promoted the island's finance industry in China since 2005 and opened a representative office in Hong Kong in 2009.

Jersey can provide investment vehicles to channel international capital into China for construction projects, while the Jersey company structure is often used as the ideal listing vehicle for international companies raising funds on the London and Hong Kong stock exchanges.

Established in 2001, Jersey Finance promotes Jersey as an international financial center. By facilitating vital liquidity and inward investment to the UK, Jersey plays an important role in the UK economy.

"Jersey supports 80,000 UK-based jobs," said Richard Corrigan, deputy CEO of Jersey Finance.

"Its significance to the UK economy continues to grow, just as our ties with the UK and the wider global community continue to develop in line with our promotion of Jersey as a world class financial center."

The IMF and the OECD have identified Jersey as one of the best-regulated jurisdictions in the world – helping to position it as the offshore jurisdiction of choice for Chinese investment.

The island signed a tax information exchange agreement

with China in October 2010, and a double taxation agreement with China's Hong Kong Special Administrative Region in February 2012. Looking ahead, Jersey Finance is ready to play an even greater role in China.

"We are supporting our member firms as they facilitate investment into and out of China while strengthening our offering within the growing UK-China relationship," said Corrigan. "Our ability to facilitate financially effective cross-border investments will undoubtedly help position Jersey as the offshore jurisdiction of choice for China."

www.jerseyfinance.je

World Eye Reports provided the story



JERSEY FINANCE

VOICE OF THE INTERNATIONAL FINANCE CENTRE

Global mobile money leader Monitise grows in Asia

Over its 10 years of existence, Monitise has successfully linked banks and mobile operators to create the world's first mobile banking, payments and commerce ecosystem. By enabling consumers to manage their finances and make payments directly from their mobile phones, Monitise has become a global leader in banking, paying and buying using a mobile device: what is now commonly referred to as "mobile money".

Delivering services to leading banks, payment companies, retailers, mobile networks and media owners, Monitise's secure technology platforms and services connect people with their money, open up new revenue streams, enable deeper engagement and ensure its partners stay competitive.

Today, the company delivers services around the world to over 350 financial institutions as well as strategic global partners such as Visa and Telefonica, which in turn offer Monitise solutions to almost 30 million global users. Currently, the company processes 3.4 billion mobile transactions annually with an approximate value

of \$71 billion and names Visa, MasterCard and IBM among its partners.

With a best-in-class platform and unique network approach specifically designed to embrace any device, operator and network, Monitise is responsible for the creation and ongoing development of an increasingly rich and diverse mix of mobile banking, payment and commerce solutions.

From its regional base in Hong Kong, Monitise has been extending its secure solutions throughout Asia. Through a partnership with Astra International Group in Indonesia, the award-winning BBM Money service supported by Permatia Bank provides person-to-person payments, mobile phone top-up and bill payment capabilities to millions of BlackBerry users. In Hong Kong, Monitise is connected to Jetco and its 30 member banks, with Bank of China (Hong Kong) taking the lead on rolling out the first service, Easy TopUp, which enables PCCW-HKT customers to top up their mobile airtime and data SIM cards from their bank accounts instantly via mobile.



PROVIDED TO CHINA DAILY
Alastair Lukies, CEO of Monitise

By positioning the company at the center of rapidly developing mobile money opportunities found across the continent, Monitise is set to further expand its operations across Asia.

Monitise's CEO Alastair Lukies, believes the opportunities for growth in Asia are particularly exciting: "We're proud to be a part of this growing network of mobile money collaboration that we're seeing develop in Asia. We already have a strong partnership base and are keen to extend this into China and other parts of the region where we see immense potential"

www.monitise.com
www.monitise.com/ap/zh

World Eye Reports provided the story

Prize-winning English university strengthens its ties with China

The University of Bedfordshire is committed to delivering a world-class educational experience based on its student-focused approach and strong international partnerships.

The Speaker of the UK's House of Commons, John Bercow became the university's chancellor this year and the university was also awarded the prestigious "Queen's Anniversary Prize", remarkably the University's second Queen's Award in three years.

At the heart of the University of Bedfordshire's offering is its focus on "employability". Today's students need to successfully combine their education with real-world experiences in order to achieve professional success.

The university currently delivers practise-based learning, work experience and volunteering opportunities. It also offers industry-standard facilities and workplace-based learning opportunities through its links with professional organizations.

Today, over 90 percent of its students find employment or

continue their studies within six months of graduating.

"We strive for excellence in our approach to teaching and encourage lifelong learning so our students can continually develop and achieve their life goals," said Vice-Chancellor Bill Rammell.

The University of Bedfordshire began establishing ties with Chinese educational institutions in 1996. The university's partnership with China Agricultural University is the longest alliance and one of the most important, in the Sino-British higher education sector. Other partners include Communication University of China, Guangdong University of Foreign Studies and Nantong University.

Today, the university is working with local governments in China such as the education bureau of Sanmenxia, Henan province to support internationalization. These partnerships directly benefit University of Bedfordshire students.

"We are committed to delivering the best possible learning experience and China plays an



PROVIDED TO CHINA DAILY

The University of Bedfordshire campus.

important role in our offering to students," said Professor Ashraf Jawaid, the university's deputy vice-chancellor.

"We will send 200 students to China this year, 400 next year and we aim to provide 1,000 of our students with the annual opportunity to study in China and experience the country first-hand."

With a continued drive towards internationalization, China will play an important role in the university's future.

"We are actively strengthening our existing ties with our Chinese partners by sending our staff to China and facilitating increasingly frequent student exchanges," said Rammell.

"As we continue to work closely with our Chinese partners, we will position ourselves as a creative, flexible and problem-solving university."

"By delivering a positive learning experience, we will provide students with a solid education, real-world resilience, a rounded skill-set and a fast track to employability."



www.beds.ac.uk

World Eye Reports provided the story

Excellence in English education and testing crosses global borders

Education provides students with increased access to domestic and international opportunities. A comprehensive understanding of the English language is increasingly important to work in the globalized world and a more mobile and highly educated international community is emerging.

Cambridge Assessment (the brand name of the University of Cambridge Local Examinations Syndicate and a department of the university) is the world's largest provider of international education programs and qualification.

The group owns and manages Oxford Cambridge and RSA, Cambridge International Examinations and Cambridge English Language Assessment. As the world's oldest exams group (and the only one attached to a university), Cambridge Assessment issues universally recognized qualifications.

"The UK has developed key

strengths in delivering academic, vocational and English language learning," said Benet Steinberg, Cambridge Assessment's group director of public affairs. "The UK's heritage, global reputation and high-quality modern education offering is creating growing demand in all spaces."

Employing nearly 2,500 people, Cambridge Assessment designs and delivers assessments to over 8 million students in over 170 countries, in the firm belief that education should support local and national values.

China, with around 700,000 Cambridge English candidate entries per year (in addition to Cambridge International's 50,000 students taking IGCSEs and A Levels), is a major market and the Group is today the largest overseas English language examinations provider in China.

Strong growth is being seen in English Language Testing System, Business English Cer-

tificate and Young Learners markets in addition to the private education sector. About 396,000 Chinese students studied overseas in 2012.

"We have 160 registered schools and 76 Cambridge English test centers throughout China; each one an ambassador for the brand," said Steinberg. "With 280 different Cambridge English recognizing organizations in China, Cambridge English examinations are highly regarded across the country."

Cambridge Assessment aims to reach agreements with the Chinese Ministry of Education, the National Education Examinations Authority and provincial-level managers while identifying potential new schools for delivery of IGCSEs and International A Levels.

"With our 25 years in China, we have established a long-term commitment to the country's education sector," explained Steinberg.



PROVIDED TO CHINA DAILY

Benet Steinberg, Cambridge Assessment's group director of public affairs

"Through our offices in Beijing and Shanghai, and our new office in Guangzhou, we intend to meet the demands of the 400 million English language students across China and strengthen our activities in the Chinese market."



www.cambridgeassessment.org.uk

World Eye Reports provided the story

Bringing quality, affordable and aspirational products to China

Since its founding in 1932 as a family owned shoe wholesaler and manufacturer in Liverpool, the Pentland Group has grown and diversified to be a leader in sports, outdoor and fashion brands. Throughout, a sense of adventure has allowed Pentland to continuously venture into new areas, as it was one of the first European companies, in the 1960s, to source footwear from Asia.

Today, Pentland owns Speedo, Berghaus, Canterbury, Boxfresh, Ellesse, Kangaroo and Mitre. Furthermore, it is the global licensee for Lacoste Chaussures and Ted Baker footwear.

In 2014, this third-generation, family owned business has won two major European awards: Top European Family Business of the Year and Top 20 European Best Workplaces.

Pentland is now looking to build even stronger ties in Asia and sees room for growth with partners, who are similar in culture and values and think long-term.

"Our current annual sales of \$3 billion are spread across 200

countries, and our goal is for Asia to play a more significant role in our global business," said Andy Rubin, the group's CEO.

"Since we first sourced shoes in Hong Kong 50 years ago, we have been actively engaged in the Asian market. Pentland has been successfully selling directly to Asia for over 15 years and the region currently accounts for 20 percent of our business, and we are aiming to increase this to 30 percent in the future."

"China is now one of our fastest growing markets. In the year ending December 31, 2013, our sales growth in China was strong with Speedo and Lacoste up 34 percent."

"Global media coverage of the 2008 Beijing Olympics increased demand for authentic sport and fashion brands," he added.

"Aspirational sports, such as swimming, have enabled the Speedo brand to gain huge recognition in China. At the 2013 World Swimming Championships, every gold medal winner wore Speedo. Speedo is a sponsor of the Chinese Swimming Federation and we are



DAVID CLERHEW / FOR CHINA DAILY

London Olympics Gold Medalist Jiao Liuyang at a photography session for Speedo Global Athletes.

confident that the brand will continue to do well in China."

"In 2012, we acquired the 'original' rugby brand, Canterbury of New Zealand. With many leading universities in China now playing rugby sevens, and the sport being included in the 2016 Rio Olympics, we see great potential for the brand in China and the wider region."

"As we strengthen our presence in China, we are seeking opportunities to create long-term, win-win partnerships," Rubin explained.

"We want to build on our business model to establish national distribution networks while continually building our brands. We have amassed a wealth of expertise in brand building, and Pentland can offer a compelling consumer proposition to Chinese customers by offering quality, affordable and aspirational products."

www.pentland.com

World Eye Reports provided the story