

[Press release: British businesses take centre stage on Asia's top e-tailers](#)

Three China and Hong Kong based e-tailers – ttHigo, Goxip, and MyMM – have agreed to run free banner advertising promoting British goods on their platforms as part of the [GREAT Festival of Innovation](#). Together, they have a combined potential audience of 720 million internet users across China and Hong Kong meaning British businesses could reach millions of potential new customers.

The Department for International Trade (DIT) is amplifying these campaigns to Asian consumers across digital channels, highlighting a host of sectors where British firms lead the way.

One hundred and sixty-four leading British brands in fashion, beauty, homeware and general consumer merchandise are benefitting from this initiative, including British fashion designers such as Victoria Beckham and Vivienne Westwood to Waitrose and Wool and the Gang.

The week-long campaign will be timed to coincide with the upcoming [GREAT Festival of Innovation in Hong Kong](#) (21 to 24 March), which will showcase the best of Britain to Asia. Several hundred of the UK's most creative business and institutions will attend, with a packed programme examining how innovation and technology will change the way we live, play, and learn in the future.

International Trade Secretary, Dr Liam Fox, said:

As an international economic department, we are putting British businesses in a position to benefit from the opportunities that global markets provide and the GREAT Festival of Innovation in Hong Kong next week is just one example of this.

Demand for the UK's quality goods and services in key international markets is already growing and as we look to create our own independent trade policy for the first time in over 40 years our businesses stand ready to flourish.

At the GREAT festival of innovation, UK businesses will have the chance to meet with Asian counterparts to discuss possible trade and investment opportunities.

And the advertising deal will build on recent positive Office for National Statistics trade figures which show that trade in goods and services between the UK and Hong Kong reached £19.6bn in 2017, up 15.1% from 2016.

DIT's [E-Exporting Programme](#) helps UK retailers and brands to accelerate their global growth via e-commerce. It supports UK businesses by partnering with

marketplaces to deliver online promotions, raising awareness for British exporters selling products on these platforms.

One UK business benefitting from the campaign is Little Butterfly London, a multi-award winning mother and baby beauty brand founded in 2015. Working with DIT on their export plans for the last 2 years, the brand has rapidly grown in overseas markets, including the US, Middle East, and Asia.

Gudrun Wurm, Founder and Director of Little Butterfly London, said:

Asia has been a fantastic market for us – consumers there really appreciate that our products are made in the UK, are high quality and organic certified.

We currently sell our products on various platforms including MyMM's mobile commerce app and we are delighted to be receiving increased brand awareness through the UK Government's GREAT campaign. We look forward to seeing more traction as a result of the advertising.

John Steere, President of MyMM, said:

We very much look forward to promoting UK brands among Chinese consumers as part of the GREAT Festival of Innovation. MyMM are delighted to be supporting an event which demonstrates UK excellence and seeks to drive future prosperity for UK exporters by strengthening trade links between the UK and Asia.

To complement their online campaign, ttHigo, a Chinese marketplace owned by Newegg, will run a networking session at the GREAT Festival of Innovation, as well as a global seller event for over 200 attendees in Huangzhou.

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The E-Exporting Programme

DIT's [E-Exporting Programme](#) helps UK companies to accelerate their global growth through e-commerce. The programme provides access to the [Selling Online Overseas tool on great.gov.uk](#). It's a free-to-use, online service that allows businesses to click, connect, prepare and sell on global marketplaces such as MyMM, Goxip and ttHigo. The tool provides access to discounts and benefits, including reduced commissions and special marketing packages.

The GREAT Festival of Innovation

The [Great Festival of Innovation Hong Kong](#) will be the third of its kind, following successful events in Istanbul (2014) and Shanghai (2015). Its vision is to create long-term partnerships that drive the future of free

trade and prosperity between the UK and Asia.

Several hundred invited delegates will attend the Hong Kong event, which takes place at the Asia Society Hong Kong Centre and will feature more than 60 panels and events over its 4 days. For more information, please visit great.gov.uk/innovation or follow the hashtag [#GREATInnovation](https://twitter.com/GREATInnovation).

The Department for International Trade

The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government body with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward-looking trade diplomacy strategy.

The GREAT Campaign

The [GREAT Britain campaign](#) is the government's most ambitious international marketing campaign ever, and showcases the very best of what Britain has to offer. It aims to encourage audiences to visit, study, invest in and do business with the UK, generating jobs and growth at home. The campaign has delivered £2.7 billion of benefit to the UK economy to date, with a further £2.6 billion in the pipeline and has been commended by the National Audit Office.