

UK celebrates success at third China International Import Expo

World news story

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- UK showcases the best of UK agriculture, food and drink at the third China International Import Expo in Shanghai
- British firms sign more than £430million of deals with Chinese companies during the Expo
- Thousands of new connections between UK and Chinese companies, with 120,000 unique visitors to new UK-China business matching platform

The third China International Import Expo saw the UK secure more than £430 million of commercial deals across a range of sectors.

The deals include:

- Collaboration between Lakeland Dairies and Namchow Food Group (Shanghai) Co. Ltd on bringing high quality dairy products from Northern Ireland to China
- A partnership between Savills and Greenland Group Xi'an Fenghe Real Estate Co. Ltd on the Silk Road International Center Project luxury commercial and office complex. An additional partnership between Savills and Shanghai Yangpu Government on innovation and transformation of Yangpu district
- A partnership between Millennium Group and Suning International · Sup's bringing a range of British food and drinks brands to the Chinese market

In addition to the commercial deals that will have immediate benefits for the UK economy, CIIE saw thousands of new business connections between UK and Chinese companies.

John Edwards, HM Trade Commissioner said:

CIIE 2020 was a success for UK firms with a wide range of business deals signed across sectors. In addition, despite the impact of Covid 19, our 360 digital offer has meant that we have still been able to build impactful connections between UK and Chinese companies. Our bespoke, cutting-edge digital platform – www.ukbusinessinchina.com – has had 120,000 unique visitors to the site since its launch in September.

The UK has high ambitions for our trade and investment partnership with China. We want to work with China to increase trade and investment flows, improve market access, and set a mutual ambition for the future relationship.

Industry leader Diageo has been the UK's Strategic Partner at the CIIE, running a range of events and tasting sessions at the UK pavilion.

Mark Edwards, Managing Director of Diageo China said:

It is the second time that Diageo has participated in this flagship event that celebrates China's transformation. The CIIE has connected us with many Chinese companies.

As a multinational operating in over 180 countries, Diageo will continue contributing to 'mutual opening up' by leveraging our unrivalled expertise in spirits-making to support the high quality development and internationalisation of Chinese alcohol industry.

The UK is proud to have worked with the CIIE Bureau and China's Ministry of Commerce to participate in the third China International Import Expo – showcasing the dynamic and diverse excellence of British brands in the agriculture, food and drink sector.

There is real and significant demand in China for British products and services. Through the brand new Royal Mail cross-border e-commerce platform – www.thebritishchoice.com – Chinese consumers have been able to buy a range of UK products, many of whose products have never been on sale in China before.

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