

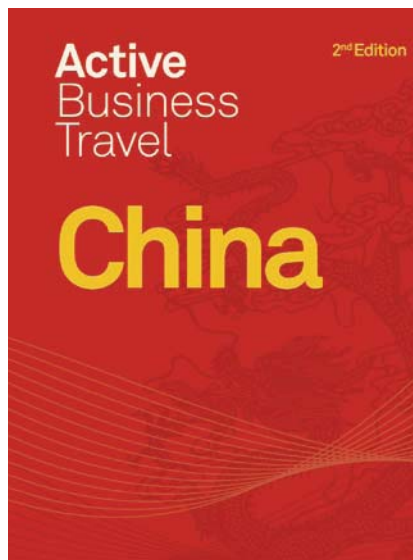
Understanding the Chinese... and what to give them

By Kathy Melia

YINTONG Betser is well known to *London Business Matters* readers for her *Yintong talks to...* and occasional *Working Lunch* features. Her *Active Business Travel – China handbook* (reviewed in LBM in April 2008) set the standard for business guides.

This has now been improved upon with the second edition which includes new chapters on sectors and clusters and updates sections on understanding the Chinese psyche, business etiquette, and effective communication. It includes:

- Why fax machines are still popular in China
- Where and how Chinese business executives network
- How to break the ice with a Chinese



- business prospect
- How to use an interpreter effectively.

The book remains a 'must-have' for anyone new to the market and will soon be available as an e-book.

Now Yintong, a China specialist with a marketing background, has drawn on her experiences to expand her interests. She explains: "I am frequently asked for advice by British business executives on what to give to their Chinese counterparts, by way of gifts, to nurture the relationship. At the same time I have noticed the Anglo-Chinese lapels used at seminars have had the same (two flags) design for years. This led me to work with a fantastic designer, Professor Xiao Yong, to produce a series of easy-to-carry corporate gifts that can also be give-aways. They are beautifully and completely uniquely designed, and only



available in the UK.

"I first met Professor Xiao Yong on one of the UKTI's creative missions a few years ago. He was also the principal designer responsible for designing the Beijing Olympics medals. We are now in the process of working with a British designer to create a new range of products under the same Anglo-Chinese theme for the industry and we will launch this in the spring of 2012."

www.activeukchina.com/shop

The Chinese in Britain



by Kathy Melia

CUBED Media Ltd, a leading London-based Chinese media company and a member of the Chamber's Chinese Business Association, has produced a unique documentary – *Talk of Home* – which showcases the lives of the modern day Chinese community and reveals the influence and impact the people have had on many aspects of British life.

Andrew Leatherland, the company's business development executive, gives the background to the film. "It is more than 150 years since Chinese people arrived in Britain. Persistent, resilient and diligent generations of Chinese people have settled in this foreign land and called it home. In 2010, eight British Chinese were prospective parliamentary candidates at the UK General Election, an unprecedented number.

"In the lead up to the election, we followed the candidates around the country



and developed their stories of how they came to this country, how they survived and how they integrated successfully into British life culminating in the desire to be part of the political apparatus and be an influencing factor in its future."

The film's official premiere will take place in January a few days before the



Chinese New Year celebrations and at the start of a period which promises to be fascinating for UK-Sino relations. London will be hosting the Olympic Games in which, following Beijing 2008, Chinese interest is extremely high. The year also marks 40 years of diplomatic relations between China and the UK. A series of events to celebrate

reaching this milestone will be organised by the Chinese Embassy with *Talk of Home* being featured at the official launch.

Sponsorship packages for the premiere are available at a number of levels. www.ccubedmedia.co.uk/talkofhome for information

KPMG host CBA event

OVER 90 Chinese businesses attended the latest Chinese Business Association (CBA) event and heard from KPMG indirect tax expert Gordon Randall on the complexities and opportunities relating to European VAT before being treated to a wine tasting master class with Michael Robins of Laytons Wine Merchants.

Hosted by KPMG at their Canada Square HQ in Canary Wharf, the event also fea-

tured addresses by Ou Yan, managing director of China Telecom (Europe) and CBA chairman, and Richard Reid, London chairman of KPMG, and chairman of the firm's UK China practice.

China Telecom (Europe) and KPMG are founding partners of the LCCI Chinese Business Association along with HSBC and Jones Lang LaSalle.

www.chinesebusinessassociation.co.uk



London Business Matters

The Official Publication of London Chamber of Commerce and Industry

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