

## **ANNEX 1 – UK COMPANIES AT CIIE**

### OFFICIAL UK GOVERNMENT PARTNERS

The UK government is working with the following partners to showcase the very best of the UK at CIIE.

#### **InterContinental Hotels Group**

IHG® (InterContinental Hotels Group) [LON:IHG, NYSE:IHG (ADRs)] is a global organisation with a broad portfolio of hotel brands, including Regent Hotels & Resorts, InterContinental® Hotels & Resorts, Kimpton® Hotels & Restaurants, Hotel Indigo®, EVEN® Hotels, HUALUXE® Hotels and Resorts, Crowne Plaza® Hotels & Resorts, voco™, Holiday Inn®, Holiday Inn Express®, Holiday Inn Club Vacations®, Holiday Inn Resort®, avid® hotels, Staybridge Suites® and Candlewood Suites®.

IHG franchises, leases, manages or owns more than 5,500 hotels and approximately 826,000 guest rooms in almost 100 countries, with more than 1,800 hotels in its development pipeline. IHG also manages IHG® Rewards Club, our global loyalty programme, which has more than 100 million enrolled members.

InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales. More than 375,000 people work across IHG's hotels and corporate offices globally.

With over three decades of operational success in the Greater China market, IHG has established a leading scale with 380 open hotels and another 334 in development pipeline, covering about 180 cities.

#### **BP**

Headquartered in London, BP is one of the world's leading integrated oil and gas companies. It has operations in 70 countries and its major business activities include exploration and production, refining and marketing, petrochemicals and lubricants. BP has around 74,000 employees worldwide and its shares are traded at the London and New York stock exchange markets.

BP has been operating in China since the early 1970s and is one of the leading foreign investors in the oil and gas sector in China. Business activities in China include exploration and development, petrochemicals manufacturing and marketing, aviation fuel supply, oil products retailing, lubricants, oil and gas supply and trading, LNG terminal and trunk line and the chemicals technology licensing.

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#### **GSK**

GSK is a science-led global healthcare company with a special purpose: to help people do



more, feel better, live longer.

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## **HSBC**

HSBC is proudly supporting the first ever China International Import Expo and will be have a strong presence at the event to showcase the bank's heritage in China and its central role in linking China with the world through trade and investment. Their senior management will participate and they will have a prominent exhibition booth at the event that will enable them to meet with clients and demonstrate their unique ability to help them do business in China and around the world.

HSBC is one of the world's largest banks. They support over 1 million UK businesses, among 37 million customers worldwide. In 2018, they won the title of 'The World's Best Bank for Corporates' in Euromoney magazine's Awards for Excellence.

Their international banking network covers 53 international markets and gives us access to around 90% of world trade flows. Their regional heads work with experts in markets, liquidity and cash management to design sophisticated, cross-border solutions. Alongside specialist teams serving eight key sectors, two further teams offer core financing support. Their Leverage Finance service supports deals of all sizes, facilitating M&A, syndication financing, and access to high-yield bonds and Treasury. Their Commercial Banking Origination service facilitates and advises on sophisticated corporate financing in the UK and Europe.

To find out more, visit [business.hsbc.uk/corporate](http://business.hsbc.uk/corporate)

## **The Premier League**

The Premier League is the organising body of the Premier League with responsibility for the competition, its Rule Book and the centralised broadcast and other commercial rights. The Premier League work proactively and constructively with its 20 Member Clubs and other football authorities to improve the quality of football, both in England and across the world.

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## **TPP**

TPP's world-leading digital health technology has a transformative impact on the way healthcare is delivered, benefiting the lives of millions of citizens and greatly improving the way healthcare organisations are run and managed. They enable the provision of truly integrated care for customers: increasing efficiency, driving innovation and empowering patients. Their core product, SystemOne is a centralised, cloud-based electronic health record system. They offer customers a full 'Software as a Service' (SaaS) solution – not only do TPP provide the software itself; they also provide the deployment of the system, regular software updates and technical support. SystemOne is highly configurable, expandable and



standardized, and can greatly improve the efficiency and effective of clinical work.

With over 20 years' experience working with the NHS in the UK, TPP is now expanding to deliver connected care to new markets across the world. TPP started working in Middle East in 2012 and China in 2013.

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### **UK Sectors Centres of Excellence**

Initiated by the National Skills Academy for Rail (NSAR) and other UK sectors, UK Sectors Centre of Excellence is aiming to work with local government, industry and vocational colleges to enhance skills training and education. A number of different models have been established with more than 15 Chinese organisations and cities. The event will provide a deeper understanding of the UK Technical & Vocational Education Training (TVET) industry to Chinese stakeholders to create trade opportunities to the UK. It is a good opportunity to further improve the communication and interaction between UK and China TVET industry, and generate more opportunities on future cooperation.

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### **WorldFirst Asia Ltd**

WorldFirst's vision is to create the world's best platform for international trade by developing a unique payments ecosystem that connects importers and exporters globally. A high-growth FinTech business, WorldFirst combines best in-class technology and products with award-winning customer service to make it easier, cheaper and faster to manage money around the world. WorldFirst has helped over 160,000 people, small businesses and online sellers transfer over £70bn globally since 2004. WorldFirst operates all over the world and has over 600 employees based in offices in London, Amsterdam, Austin-TX, Hong Kong, Singapore, Tokyo, Sydney, and Shanghai. [www.worldfirst.com](http://www.worldfirst.com)

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### **Rio Tinto**

Established in 1873, Rio Tinto is a leading global mining group that focuses on finding, mining and processing the Earth's mineral resources. The company is headquartered in London.

As pioneers in mining and metals, Rio Tinto produce materials essential to human progress. Their major products are aluminium, copper, diamonds, gold, industrial minerals (borates, titanium dioxide and salt), iron ore, thermal and metallurgical coal and uranium. The company is strongly represented in Australia and North America, and has significant businesses in Asia, Europe, Africa and South America. Global sales in 2017 totalled about \$40 billion. Rio Tinto has 47,000 employees working in around 35 countries across six continents.

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## **ACCA**

ACCA is the global body for professional accountants. They have more than 208,000 fully qualified members and 503,000 students worldwide. They are among the world's best-qualified and most highly sought-after accountants - and they work in every sector you can imagine.

Organisations know and trust the designation. They're out there every day, connecting with businesses large and small, governments, educational establishments and opinion formers. They're on top of emerging trends, legislation and legal requirements, helping to shape them.

Because of all this, they're able to create the innovative, strategic-thinking accountants our fast-changing world needs.

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## **School Group**

The University of Buckingham

The University of Buckingham is a non-profit, private university in the UK and the oldest of the country's five private universities. The University is located in Buckingham, and was founded as the University College at Buckingham (UCB) in 1973, admitting its first students in 1976. It was granted university status by royal charter in 1983.

The university was closely linked to Margaret Thatcher, who as Education Secretary oversaw the creation of the university college in 1973, and as Prime Minister was instrumental in elevating it to a university in 1983 – thus creating the first private university in the UK. When she retired from politics in 1992, Margaret Thatcher became the university's second chancellor, a post she held until 1998.

## **WCBS**

WCBS is the UK's number one provider of school information management systems. For the last 30 years, they have worked with many schools including pre-prep, prep, junior, senior, all ages and international. WCBS enjoy working with all types of customers and believe their enthusiasm for the very best school information management systems rubs off.

## **The Sutton Valence School**

Sutton Valence School (SVS) is an independent school near Maidstone in southeast England, the school was founded in 1576 as the Free Grammar School of William Lambe in Sutton Valence, by Sir William Lambe, Master of the Worshipful Company of Clothworkers and a



member of the Chapel Royal of Henry VIII. Sutton Valence School is under the Westminster Foundation (Westminster Greycoat Foundation: <http://westminstergreycoat.org>) and it has 5 schools: Westminster City School, Emanuel School, Sutton Valence School, The Grey Coat Hospital, Queen Anne's School

### **HIKSVS International School**

HIKSVS International school was launched in Tianjin in August 2017 - a joint venture project between the Sutton Valence School under the Westminster Foundation and HIK Education Group. The Opening Ceremony in August 2017 was witnessed by Richard Burn the Head of Department of International Trade in Beijing. HIK Group is a leader private high-end education in China since 2002, and a pioneer to bridge China-Britain collaboration in the Education Field.

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### **Ove Arup & Partners Hong Kong Ltd**

Arup is the creative force at the heart of many of the world's most prominent projects in the built environment and across industry. From 87 offices in 34 countries their 14,000 designers, engineers, planners and consultants deliver innovative projects across the world with creativity and passion.

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### **Diageo China Limited**

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, J&B, Buchanan's and Windsor whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is listed on both the London Stock Exchange (LSE) and the New York Stock Exchange (NYSE) and their products are sold in more than 180 countries around the world.

In China, they are committed to the sustainable development of their business, people and communities. In international spirits, they are at the forefront of driving the growth of the Scotch whisky category, and are bringing the heritage and culture of Scotch and Scotland to Chinese consumers with innovations like the Johnnie Walker Houses in Shanghai, Beijing and Chengdu.

Their acquisition of the famous Shui Jing Fang brand has also enabled them to participate at scale in the Chinese White Spirits sector. They are committed to the development of Shui Jing Fang in both domestic and international markets.

Diageo is recognised for its leading contribution to corporate social responsibility. They lead



the industry in promoting responsible drinking and creating a positive role for alcohol in society. In addition, their Plan W program is empowering thousands of women through learning across the Asia Pacific region.

For more information about Diageo, visit [www.diageo.com](http://www.diageo.com). Visit Diageo's global responsible drinking resource, [www.DRINKiQ.com](http://www.DRINKiQ.com), for information, initiatives, and ways to share best practice.

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### **BTG International**

BTG is a global healthcare company delivering innovative interventional technologies for the benefit of patients. BTG's growing portfolio of Interventional Medicine products is designed to advance the treatment of cancer and vascular conditions. BTG's innovative medical technology helps physicians treat their patients through minimally invasive procedures.

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### **Lloyds Group**

Lloyds Bank provides comprehensive expert financial services to businesses of all sizes, from start-ups and small businesses to mid-sized businesses and multinational corporations.

Maintaining a network of relationship teams across the UK, as well as internationally, Lloyds Bank delivers the mix of local understanding and global expertise necessary to provide long-term support to its clients.

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## **CONTENT PARTNERS**

### **British Airways**

British Airways' route network currently serves more than 200 destinations around the world, it is one of world's largest international airlines, carrying about 40 million passengers every year. The airline has been flying to mainland China for over 35 years and offers daily flights from Beijing, 10-per-week flights from Shanghai and 14-per-week flights from Hong Kong to London. Customers can also book flights on [ba.com](http://ba.com) to travel to the UK and Europe from Chongqing, Chengdu, Changsha, Fuzhou, Hangzhou, Ningbo, Nanjing, Sanya, Wuhan, Guangzhou and Xiamen via Beijing or Shanghai on Air China, China Eastern Airlines or Hainan Airlines or via Hong Kong on Cathay Pacific or Cathy Dragon. The airline operates from the award-winning London Heathrow Terminal 5 exclusive to the customers of British Airways and Iberia Airlines. In March 2018, London Heathrow won the awards for the Best Airport Shopping, Best Airport Terminals (T2 & T5) and the World's Top 10 Airports at the Skytrax World Airport Awards 2018.



## **Cambridge Consultants**

Innovative product development and technology consulting. An international professional services company with 850+ engineers, scientists, designers, mathematicians and consultants. Cambridge Consultants has been delivering bespoke, world leading, market disrupting product and service innovations and providing technology strategy advice for over 58 years.

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## **Engage**

Engage Works are a creative technology agency that puts people at the heart of every experience. Based in London and Dubai, they combine the best creatives with cutting-edge technology to create unique, innovative and bespoke experiences that excite, inspire and engage. The experiences are designed to enhance collaboration, loyalty and action for sectors including retail, property development and for work environments. Their services include strategy, creative, design, development, build and support.

Their goal is to bring cutting edge software to their clients across the globe. Bringing the latest technology straight to their fingertips in an immersive way.

Contact:

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## **HYPERVSN**

HYPERVSN is a technology company responsible for developing the innovative and disruptive 3D holographic system that provides an immersive experience for viewers. From their global HQ in London, HYPERVSN services its partners and customers across the globe.

The company, founded in 2012 and initially backed by Sir Richard Branson has recently attracted additional investment from Mark Cuban among others.

The proprietary HYPERVSN hardware works in conjunction with a platform of unique and robust software / content to provide customers with an integrated 360, high-quality business



solution. Targeted business verticals include Digital Signage, Retail, Events, Education, Public Safety and many other use cases. Their Brand Line “See Extraordinary” encapsulates the approach they stand for. Seeing is believing. They create extraordinary experiences for people who view their holographic visuals with a sense of childlike awe and wonder.

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## **INDE**

INDE develops award-winning interactive and immersive products and experiences in entertainment, education and advertising. The INDE team develop using emerging technologies – augmented reality, motion capture and computer vision – to create next-generation platforms that change the way people interact with digital content. Since 2011 INDE has launched augmented reality systems in over 40 countries for companies and institutions such as American Express, 20th Century Fox, National Geographic, Coca-Cola, WWF, Smithsonian Institution, Universal Studios, BBC Worldwide, GE and Guinness Book of World Records amongst others. In September 2018, INDE was listed in the Financial Times’ FT Future 100 UK as a business that is shaping the future of the interactive consumer experiences sector, and contributing positively to society and community.

## **Media 10**

Multi-award winner Media 10 is the fastest growing independent event company in the UK. For over 15 years, Media 10 has produced events on every scale from large exhibitions and concerts through to experiential events, corporate seminars and awards ceremonies. From the longest running exhibition Ideal Home Show to the Coronation Festival at Buckingham Palace; Grand Designs Live to Clerkenwell Design Festival, they attract over 1 million visitors annually.

Media 10 in Shanghai is responsible for five leading live events in China including: the Ideal Home Show for the China consumer, working in partnership with JD.com as a strategic online partner; Design Shanghai, established as one of the world's most prestigious international design events and Asia's premier design event; Xintiandi Design Festival: and Design China Beijing as part of Beijing Design Week. More recently their partnership with the British Consulate- Shanghai, the Department of International Trade and the GREAT Campaign has allowed them to launch the Best of British which this year as a world-first, partnered with TMALL to simultaneously run domestic and cross-border online retail during the four days of the offline event.

Media 10 China continues to grow rapidly delivering high quality content and superb customer experience to visitors and exhibitors through market knowledge, skilled workforce and effective partnerships. They are currently exploring opportunities in the technology, film and TV industries, providing content for shopping malls to increase footfall and organising bespoke events for clients and partners.

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### **MiHiepa**

MiHiepa is a world leading sports performance product that is used by elite teams across Europe including Manchester United and Liverpool. The virtual reality training platform is a fantastic tool to develop young players.

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### **Pret**

PRET, known as Pret A Manger is an iconic UK food chain. It started in London in 1986 and came to Shanghai in 2014. PRET is dedicated to healthy fast food and organic coffee. PRET adopts premium ingredients sourcing from all over the world, and tries very hard to avoid any obscure chemicals, additives and parabens. It is well known for offering freshly prepared, non-additive but delicious sandwiches and coffees. Beyond the UK, PRET is also welcomed and loved by its customers in US, Hong Kong, France and Shanghai. Nowadays, PRET serves more than 300,000 customers from its 500+ shops worldwide.

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## EXHIBITORS

### **Focus SB**

Traditional Luxury British handmade electrical wiring accessories infused with modern technology, products include light switches, power sockets, switches for lighting control, as well as innovative USB charging wall sockets and switches for lighting control which are unique to Focus SB.

### **Ahmad Tea (Nanchang) Ltd**

Providing the most exclusive tea around the world.

### **Jaguar Land Rover (JLR)**

Jaguar Land Rover (JLR) is the UK's largest automotive manufacturer, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports saloon and sports car marques.

JLR entered China in 2010. It has been deeply committed to China market ever since then, by bringing the exclusive British stylishness and state-of-art technologies to Chinese customers.

JLR will demonstrate its newest premium portfolio at the upcoming China International Import Expo. Jaguar I-PACE will be the centrepiece of JLR exhibition. As industry's first premium all-electric SUV, the vehicle boasts a range of close to 500 km. This is enabled through its high tech lithium-ion battery, which has a capacity of 90kWh. As the first Jaguar to use artificial intelligence machine learning, the performance SUV creates a better driving experience. For example, by using the technology, the vehicle can identify and automate some of the routine tasks that can distract or inconvenience the driver. Jaguar I-PACE is a showcase of JLR's recent innovation DNA and represents this luxury automaker's electrification ambition.

JLR's participation in the CIIE and its commitment to introducing the latest technology, premium products and future mobility into China epitomize the Golden Era of China-UK relations. JLR also believes that China promises even greater potential with increasingly open market access. JLR will demonstrate its newest premium portfolio at the upcoming China International Import Expo.

### **Standard Chartered Bank**

Standard Chartered Bank is one of the first batch of companies who committed to joining China International Import Expo. Standard Chartered's pavilion will focus on three themes - trade, Belt and Road, and its 160 years anniversary in the Chinese market. The bank has been engaged in trade finance business since its establishment in the 18th century, it is one of the leading trade finance banks in the world, with 70% of its global footprint overlapping with the Belt & Road markets. During the Expo, the audience will have the chance to learn about the bank's expertise in short-term trade financing, cross-border finance service, forex risk management and geographic risk management. The bank will also announce a customized trade financing project for importing enterprises before the Expo.



British  
Consulate-General  
Shanghai

## **De Longhi - Kenwood**

Kenwood's award-winning kitchen appliances are driven by quality, innovation and design. Founded in 1947 by Kenneth Wood, this British company has quickly become a respected global leader in food preparation appliances, now trading in over 40 countries around the world. Kenwood products inspire confidence to create fantastic food for all occasions and at all skill levels.

Kenwood is committed to bringing a new baking experience to China, with the best in class products to free more manpower in the kitchen. They will show their top-level kitchen machine product lines at CIIE, with the advanced concept "*Cooking is the new sexy.*"

In addition to an extraordinary collaboration with the BMW Mini Cooper demonstrating the power of the Kenwood CHEF Titanium, Kenwood will host a variety of brand activities during CIIE, tying in with the 11.11 e-commerce festival.