

Confederation of British Industry's (CBI) First Annual *Sterling Assets: China* Report SXL Research produces CBI's first report on contribution of UK business to China's economy

Keywords:

CBI, Sterling Assets Report, China, BRI, Data Research, FDI, UK-China Relations



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The Confederation of British Industry (CBI) have selected SXL Research, the market intelligence arm of SXMHI Group, for the writing of their first annual China report. CBI has delegated the writing of some of their international reports to leading research organizations. Their latest *Sterling Assets: India* report was sponsored by PwC and UK India Business Council, and written by Kantar IMRB. SXMHI was honored to receive the offer to write the inaugural China report for CBI, appreciating the importance of CBI's work and dedication in furthering cooperation between two of the world's leading economies.

CBI annual reports are an important asset to the organization. They are distributed by CBI to top business and public sector leaders as proprietary sources of latest, aggregated data and original insights. Many CBI reports such as their *Sterling Assets* series are published as freely available white papers.

This report, published in November 2017, provides insights into the economic impact of the UK businesses on China's economy, analyzed by Chinese regions, industry sectors, and development trends. The report finds that British subsidiaries in China are making cutting-edge contributions in sectors vital for China's next stage of development: high-tech, services, and the consumer market. Furthermore, UK businesses are investing in China's inland regions and positioning for the Belt and Road Initiative, in line with Chinese government's development objectives.

SXL Research has employed a strong team of analysts for the writing of this report, under Sretko Becarevic as the Project Leader. The team executed exhaustive primary research of data from government sources and market tracking agencies. Raw economic data was processed and triangulated with expert interviews and secondary research to identify and confirm most significant developments. Finally, the team was able, in collaboration with CBI, to obtain original actionable insights on the topic of the report, and present them in a white paper format. Sretko Becarevic is excited about the final result and views the project as a significant addition to SXL's China portfolio.

Statements

"CBI China appreciates the professionalism and expertise of the SXL team in Shanghai which delivered a fast-class Report both on time and on budget. I would not hesitate to recommend SXL to other organisations and businesses seeking to develop their China market strategies." - **Guy Dru Drury, Chief Representative China NE SE Asia, Confederation of British Industry**

"This report seeks to examine the impact of UK investment by mapping trade and investment flows into China and will, I am certain, provide useful insights to British and Chinese businesses and policymakers alike." - **Carolyn Fairbairn, Director-general, Confederation of British Industry**

About SXMHI

SXMHI Group is one of China's most progressive market access companies, and aims to be a partner with in-house capabilities offering holistic solutions for clients with operations needs inside China. The foremost focus is to handle and solve the operational and practical details of taking our partners and clients from their initial entry inside China to sustaining the first 20 to 50 local employees. SXMHI acts with the long term in mind as the market partner for companies and brands looking to access China's markets and create tailored setups that work. The headquarters is located in Shanghai with a team of 60-plus local staff and a western management team with combined China experience of over 30 years. SXMHI traces its roots to British and north European founders, and the firm has leveraged its connections on that continent to expand into offering insights and advice on European markets as well.

About Confederation of British Industry (CBI)

With over 50 years of experience, CBI is the UK's most effective and influential business organization. It provides its members with the influence, insight and access they need to plan ahead with confidence and grow. CBI represent their views as it works with policymakers to deliver a healthy environment for businesses to succeed, create jobs and ultimately, drive economic growth and prosperity.

The CBI speaks on behalf of 190,000 businesses of all sizes and sectors. Together they employ nearly 7 million people, about one third of the private sector-employed workforce in the UK. With 13 offices around the UK as well as representation in Brussels, Washington, Beijing and Delhi, the CBI communicates the British business voice around the world.

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