

Essex International

How Essex is Prospering from China's Historic Rise (and how you can too)

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Question	Can an International Twinning Link Pay its Way?
Answer	Yes, if you are twinned with an economy approaching the size of Canada

Previously: Civic exchanges, subsidised trade missions. COST
Now: New chargeable services for customers in China and UK
Goals: First, cover costs. Then, expand economic development and social benefits

Jiangsu Province

80 million people
Produces 10% of China's GDP @ \$1 trillion/year
Economy grew 7.8% in 2016
124 universities and colleges of further education
6000 + research institutions



Step 1. Work out how we can compete

Among other players:



Department for
International Trade



China-Britain
Business Council
英中贸易协会



FIDUCIA 德信
Management Consultants

We can combine 2 sources of distinct competitive advantage. Others have only 1 of these, not both

- **Our trusted gov-gov relationships in a huge range of cities and government departments in Jiangsu mean we can open hidden doors to senior buyers and give our clients strong market insights, quickly**
- **Very experienced China team with a wide network in China, providing much closer consultancy support than others**

Step 2. Identify the Biggest Opportunities

What is China most willing to buy from the UK?

- **ECC and UK's knowledge of delivering innovative public services**
- **Advanced technologies in healthcare, renewable energies, life sciences, advanced engineering, etc.**
- **UK education**
- **Advanced research capabilities**
- **Opportunities to invest in UK capital projects and businesses**
- **Luxury consumer goods**
- **Service sector capabilities such as big data analysis**

Step 3. Build services for customers most likely to want our advantages

Chinese surgeons, fire fighters, teachers, doctors, judges, etc.

Total sales value for 2017-18 circa £250,000



UK businesses

Total sales value for 2017-18 circa £40,000



Step 4. Keep the link as a gov-gov partnership to maintain vital Jiangsu Government support

We continue to develop other parts of our relationship with Jiangsu:

- **Jiangsu - UK Business Incubation Centre**
- **Art and museum exchanges**
- **Summer school pupil exchanges**
- **Essex Book Festival links with Nanjing Library**
- **Norfolk and Suffolk CCs now participating**

