

Ms Ting Zhang
Founder and CEO of China Business Solutions



Ms Ting Zhang has 17 years experience of international trade and investment in China. Previously as General Manager of a Chinese import and export company with an annual turnover of US\$30 million, she successfully built nation-wide distribution networks for foreign electronic products and sports equipment, and was involved in negotiating Sino-foreign joint ventures in southern China. She then gained further trade financing knowledge through two years working with Standard Chartered Bank in London with a responsibility of the bank's products development especially in China.

Ms Zhang founded China Business Solutions in 2001, just before China entered into WTO, with a mission to help more British companies achieve commercial success in China. Since then she has advised many companies as well as government agencies in England and Europe. Her area of expertise covers China entry strategy, market research, partner selection, due diligence, IPR protection, and has personally carried out many workshops on Chinese culture and business practices.

Ms Zhang has been the key driving force behind the East of England's Cambridge Network China Special Interest Group. She is a regular speaker on business aspects of China at international conferences, and has been interviewed and featured frequently in the media including BBC, The Daily Telegraph and China Central TV. She is one of the authors of the widely publicised "*China IPR Guidelines*".

Ms Zhang is highly regarded and recognised by the Chinese Government and business community in China who regularly turn to her insight in helping to support Chinese businesses to expand overseas. Additionally, she is well known amongst local UK officials and businesses as the leading advocate of trade with China.

Ms Zhang holds an MBA degree from the Judge Business School, Cambridge University, and a BA degree from Shanghai International Studies University. She is an Associate member of the Market Research Society. Ting Zhang is a native Chinese, fluent in many Chinese dialects and has lived in the UK for nine years.