

# Profile - Ting Zhang



Ms Ting Zhang

CEO

China Business Solutions

Ting Zhang has 19 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 as a product manager with a focus on Greater China.

Ting founded China Business Solutions in 2001, just before China entered into WTO, with a mission to help British companies achieve greater success in China. Since then her clients have included FTSE100 corporates as well as small hi-tech companies, and she has been a key adviser for a number of regions in England and Europe on their China strategies. Her services are regularly requested by some leading financial institutions in the UK and US.

Ting's areas of expertise cover China entry strategy, market research, partner selection, due diligence, technology transfer and IPR protection, and she has personally coached many senior executives on Chinese culture and business practices.

Ting is a regular speaker on business aspects of China at international conferences, and has been interviewed and featured frequently in the media including BBC World News (TV), BBC Radio, GBTV and China Central TV.

Ting holds an MBA degree from the Judge Business School, Cambridge University, and a BA degree from Shanghai International Studies University. Ting Zhang is a native Chinese, fluent in many Chinese dialects and has lived in the UK for ten years.