



THE CHANCELLOR OF THE EXCHEQUER, GEORGE OSBORNE SAID “BRITAIN CAN’T RUN AWAY FROM CHINA”

In his recent visit to China, the Chancellor of The Exchequer, George Osborne said “My message on this trip is that Britain can’t run away from China. Quite the opposite, Britain should run towards China,” Osborne said.

“We should be doing more business with China. We should be better connected to the Chinese economy. Our financial institutions should establish proper links. I think that will help China with the important reform and change that it is undergoing, but I also think it is going to help Britain.” This follows on from the UK being a founding member of the Chinese-led Asian Infrastructure Investment Bank earlier this year. Osborne went on to say, “I’m absolutely clear that Britain’s decision to be the first big western nation to sign up as a founding member was not just good for Britain but I think it was good for multilateralism, good for a world where we draw countries together in cooperation, good for Asia because it is going to help bring investment to this continent.”

Okhiwi Media exists to do exactly what George Osborne has highlighted; that the business opportunities between China and the UK are massive and relatively unexploited. As a media firm based in London, Beijing and Shanghai, Okhiwi Media is perfectly placed to help businesses in the UK look over the horizon and see the exciting ways in which they can do business.

It’s true that doing business in China can be a unique experience, but that’s what Okhiwi Media is there for. We know about the cultural differences between the two countries and we know how to get things done.

With clients like the BBC, Bank of China, London & Partners, China Telecom and the Chinese Embassy in London our connection runs rich and deep.

Like everything we do, our international strategy is rooted in giving you the best advice. Our Pathfinders and researchers on the ground give you the intelligence and analysis you need and together with our trusted best-friend partners we have an incredible resource pool available to you.

Ultimately, it’s all about what works best for you. Whether you’re in China or the UK and whatever you want to achieve, we manage projects, campaigns, events and promotions using the best people for the job. We’re not precious either. If you have other, established firms and agencies that they like working with, we’re happy to advise and/or work alongside them.

With one foot in China and the other in the UK we have a stronger profile in the market than many of our ‘competitors’. As well as important access to clients, markets and opportunities, we have the depth of thought that gives us a real advantage in providing cost-effective solutions for you. This is part of our local, cultural, linguistic and commercial experience. All placed at your fingertips.

If you’ve been tempted to look into China a little more closely but haven’t yet done much about it, or you believe what you read and hear in some of the UK media, maybe it’s about time we met and talked through your ideas.

In the meantime, have a look at our blog posts http://okhiwimedia.com/fresh_thinking_for_some_seriously_interesting_business_intelligence_on_China.
Touch your smartphone, we’re waiting for your call (or email).