A Rising Star In China – It’s Official!

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Global market research specialist B2B International is among the winners of the China Rising Star award at the NWDA/UKTI event

Businesses, organisations and education institutions from across the North West of England were honoured at the regionâ€™s Greater China Achievement in International Trade Awards 2010, on Friday 12th February 2010 at the Lowry Theatre, Salford Quays, to coincide with the Chinese New Year celebrations.Â

Organised by the Northwest Regional Development Agency and UKTI North West, the awards recognise contributions made to developing business or network links with China.

B2B International, Stockport-based business and industrial market research specialists, who established a subsidiary in Beijing in January 2007, were awarded the runner-up spot in the Rising Star* category for businesses in the North West who had achieved significant links within the Greater China region over the last three years.

Alaric Fairbanks, General Manager of B2B International in China, said:
â€œWe are delighted to receive recognition from our home region of North West England, especially as this year's entries have been extremely competitive, with 14 submissions for our category.Â The company sees this award as a reflection of the hard work and achievement in providing world class business-to-business market research, not just in China and Asia-Pacific but also around the world.Â Despite the recession, we continue to expand â€“ in the last three years the number of staff in the North West has increased to over 50 and in China we now have 10 full-time staff.â€•

Nick Hague, Managing Director at B2B International in the UK, added:
â€œEstablishing permanent operations in China three years ago was partly in response to demand from existing clients for high quality market research services covering mainland China, Hong Kong, Macau and Taiwan, but at a strategic level was guided by recognition of the globalisation of the market research industry and its customers.Â Having a permanent presence in China and the wider Asia-Pacific market is seen as essential positioning internationally and is vital in gaining access to these growing markets â€“ in particular to China as the worldâ€™s fastest growing large economy.â€•

Since establishing its presence in China in 2007, B2B International has carried out more than 150 projects across the Asia-Pacific region, working with customers from the UK, Europe, North America and new clients from China and East Asia, with over 70% of income derived from customers new to the group as a whole. Â

B2B International opened a second subsidiary in New York, USA, in 2008, growing from a sole presence in the UK to having three profitable and complementary offices on three continents within the space of three years.

* The Rising Star award

The China Rising Star Award 2010 was judged on:
â€¢ Clear business objectives and strategy in Greater China
â€¢ A companyâ€™s approach to penetrating the Greater China market and how successful it has been
â€¢ Evidence of direct link between Greater China and what impact this has had on the overall success of the business

About B2B International
B2B International is a specialist business-to-business market research agency, providing custom-designed, individually-tailored market research services and intelligence studies on a global scale to a broad range of industries. Â

The companyâ€™s market research services include advertising research, acquisition research, branding, corporate positioning, customer satisfaction, employee satisfaction, market assessment, market tracking, new product development, pricing strategy and segmentation. Â

These services are delivered through the companyâ€™s three offices: headquarters in the UK, the China and Asia Pacific office in Beijing, and North American operations in New York. Â

From these three locations, B2B International provides single country, multi-country and global market research studies.

China: www.b2binternational.com/China

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