



China-Britain
Business Council
英中贸易协会

A simple, cost-effective,
low-risk presence in China

Launchpad®



What is Launchpad®?

Launchpad® provides a simple, cost-effective, low-risk and legal means of having a presence in China, before you set up your own office there. CBBC will employ a 'project manager' dedicated to helping you take your business forward in China.



Your Launchpad® Manager

- Selected and managed by you, but employed and supervised by CBBC
- Accommodated in a well-established CBBC China office* with meeting rooms & call minding service
- Permitted to engage in business development, liaison and research, but (as a CBBC employee) not in direct business activities, such as concluding sales or collecting receivables
- Able to develop and share knowledge within a team of other Launchpad® managers
- Employed for minimum period of 12 months; extensions negotiable
- Transferred to your company when you decide to set up your own operation



What are the advantages?

- Can be set up quickly and efficiently
- Provides a breathing space, allowing you to assess and develop your China strategy
- Enables you to test drive a key employee before company set-up
- No up-front investment costs
- Guidance and local knowledge from experienced local CBBC manager
- Progress reviews in China and UK
- After-care package, including advice and service to help with your next steps
- Free hot desk use within CBBC's office network*
- Offered since 1994; over 140 companies have 'graduated' under the scheme



The Costs

Annual management fee between ¥88,000 (£9,263**) and ¥168,000 (£17,684**) depending on location, plus running costs (salary etc). *See chart on the next page for indicative costs.*



Next steps CBBC will:

- Prepare job description
- Create a short list for interview
- Employ the individual through one of China's foreign enterprises service companies (FESCO or CIIC)

Launchpad® is exclusive to CBBC Corporate Members

**Available in Beijing, Shanghai, Shenzhen, Guangzhou, Chengdu, Chongqing, Wuhan, Qingdao, Nanjing, Hangzhou, Shenyang, Xi'an and Changsha; ** GBP1 = RMB 9.5*

www.cbbsc.org

For more information please contact our Enquiries Manager.

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Launchpad® Indicative Costs

Cost Items / Office	Beijing	Shanghai	Shenzhen	Guangzhou	Chengdu	Wuhan	Qingdao	Nanjing	Shenyang	Hangzhou	Chongqing	Xi'an	Changsha
Annual Management Fee	¥168,000	¥168,000	¥168,000	¥168,000	¥88,000	¥88,000	¥88,000	¥88,000	¥88,000	¥88,000	¥88,000	¥88,000	¥88,000
Salary x 13 months (RMB based on average monthly salary)	¥195,000	¥195,000	¥195,000	¥195,000	¥162,500	¥162,500	¥162,500	¥162,500	¥162,500	¥162,500	¥162,500	¥162,500	¥162,500
RMB per month*	¥15,000	¥15,000	¥15,000	¥15,000	¥12,500	¥12,500	¥12,500	¥12,500	¥12,500	¥12,500	¥12,500	¥12,500	¥12,500
FESCO x 13 mths (including social insurance)	¥87,612	¥92,828	¥55,667	¥91,410	¥58,869	¥66,942	¥57,994	¥76,965	¥70,442	¥51,298	¥54,808	¥63,325	¥65,403
Housing Fund x 12 (Percentage of base salary rate paid by employee/company)	¥20,183	¥14,028	¥18,000	¥18,000	¥15,936	¥15,000	¥15,000	¥17,556	¥18,000	¥17,558	¥15,000	¥13,368	¥18,000
Capital expenditure (Laptop, printer & mobile etc)	¥20,000	¥20,000	¥20,000	¥20,000	¥20,000	¥20,000	¥20,000	¥20,000	¥20,000	¥20,000	¥20,000	¥20,000	¥20,000
Tel/Fax/Travel/Petty Cash – Average costs**	¥60,000	¥60,000	¥60,000	¥60,000	¥50,000	¥50,000	¥50,000	¥50,000	¥50,000	¥50,000	¥50,000	¥50,000	¥50,000
Total (in RMB)	¥550,795	¥549,856	¥516,668	¥552,410	¥395,305	¥402,443	¥393,495	¥415,022	¥408,943	¥389,356	¥390,308	¥409,693	¥403,903
Total (in GBP) ***	£57,978	£57,880	£54,386	£58,148	£41,611	£42,362	£41,421	£43,687	£43,047	£40,985	£41,085	£43,126	£42,516

* This is an indicative monthly salary in the Launchpad® scheme. Salary levels may be substantially higher in some market sectors, or where specific skills are in short supply. Our China HR Manager is able to provide salary advice on a case by case basis

** Please note that this is indicative expenditure only – costs vary according to individual company requirements;

*** Based on 1 GBP:9.5 RMB exchange rate



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