

## **Chris Cotton**

With a BA Honours degree in Chinese Studies, Chris started his career with a major UK shipping company in London. He then moved to Hong Kong where he was based for six and a half years, working for the world's leading B2B trade show organiser running industry-leading events in a wide range of different sectors. The majority of these events were held in mainland China in collaboration with Chinese industry and government partner organisations.

After returning to the UK, Chris worked in a senior business development role for the examinations and qualifications division of the University of Cambridge where his responsibilities included building up the organisation's business in China.

Chris was initially appointed Manager for the East of England for the China-Britain Business Council (CBBC) in 2005. Since then, Chris has advised many companies from a wide variety of sectors on how to develop their business in mainland China.

Chris was promoted to Director in 2007 and, as well as retaining his regional commitments, is also responsible for CBBC's marketing and communications and for the China-Britain Business Review. Chris also coordinates the activities of CBBC's Innovation & Technology Forum.