

The Hengjia Group

Since its establishment, the Hengjia Group has become one of the leading Chinese enterprises in the UK. We are an integrated conglomerate whose interests include engineering, catering, consulting, publishing, tourism and scientific research. The conglomerate has 120 branches in 65 towns and cities across the UK and Ireland; in 2006, we achieved gross annual revenue of 20,000,000. The Hengjia Group is registered in the UK and holds head offices in West London.

The Hengjia Group represents the very best of Chinese business in the UK. We have gained invaluable experience establishing and developing this market, giving us unique insight into the current situation of Chinese business in London.

Introduction

1. Hengjia's investments include catering, health care, retail, publishing, tourism, trade, engineering and technology. We are representative of all areas of industry that have traditionally involved Chinese immigrants to the UK and have a comprehensive understanding of that market.
2. The Hengjia group has a total of 480 employees and 12 franchises in the UK. Our employment statistics show that 56 of our employees are between 16 and 24; 53 employees are over 50 and a total of 223 employees are female. We employ British citizens of Mainland Chinese, Hong Kong, Malaysian and Taiwanese origin, as well as many new Chinese immigrants to the UK. Our diversity is one of our major strengths.
3. Hengjia's management remains unchanged since the group's establishment. The same team have steered the company from the outset and throughout its rapid growth, accumulating invaluable experience of resolving problems in all areas of the business' development - from the establishment of small outlets, through chain stores, to the greatest problems faced during the growth of a business conglomerate.
4. As a representative of the best of Chinese business in the UK, the Hengjia Group is a member of all major Chinese industrial associations in the UK. For example, all doctors of Dr. China - one of Hengjia's most successful ventures, are registered members of the Association of Traditional Chinese Medicine (ATCM). The vice president of Hengjia, Mr. Lixin Sun, was one of the founding members of the Foundation for Traditional Chinese Medicine (FTCM) and is currently the vice president of the association. Hengjia is also the FTCM's biggest sponsor.

The Hengjia Group is actively involved in supporting Chinese business interest in the UK and has excelled in promoting Chinese business to the British mainstream market. We are concerned not only with our own development, but also with that of the industries in which we are involved and of society as a whole. We invest our resources and manpower widely and our hard work, combined with our influence in the UK Chinese society, has enjoyed great success. Examples of our success are listed below:

1. As the leader of the UK Chinese medicine industry (the second largest Chinese industry in the UK) Hengjia has had great success in promoting the understanding of Chinese medicine in Britain. Every year we donate 100,000 to Medicine Research UK, a charity we founded in partnership with the Centre for Natural Medicine Research at King's College, London. This charity is involved in research striving to improve the efficiency of Herbal Medicine, and promoting better understanding of Chinese medicine to the British public. We are currently sponsoring the research of four Phd students and two Post-Doc fellows at King's College.

In 2001, Mrs. Min Liu of Hengjia worked with the Discovery Channel in producing a documentary introducing Chinese traditional medicine. She has also written articles on issues such as the treatment of infertility and Eczema using traditional Chinese methods for major British newspapers and magazines such as the Times, the Daily Express and Health magazine. The president of Hengjia, Dr. Zudong Liu has played a vital role in introducing Chinese and alternative traditional medicine into the British mainstream. In September of 2003, he was the only Chinese member of the DTI Chinese Medicine Specialist delegation, invited to China. The success of the trip was praised by the Chinese Department of Health and other prominent Chinese research associations and enterprises. In March 2004, Dr. Liu attended a DTI conference, giving a presentation introducing the current developments of Chinese medicine in both the UK and China, which received great interest from medical experts and entrepreneurs alike. In conjunction with this, the Guardian Newspaper published a full-page article covering Dr. Liu's presentation and the BBC subsequently produced a special report on Dr. China, interviewing both patients and doctors. In addition to this, Hengjia as a whole has a close working relationship with the FTCM, ensuring that British Chinese medicine practitioners are aware of new developments in herbal medicine legislation in the UK.

2. Another subsidiary of the Hengjia group is Hengji Property Services Ltd. Established in February 2006, Hengji provides business premises to Chinese businesses. Hengji also works with other commercial consultation agencies, law firms and financial services, providing their customers with a comprehensive service that aims to overcome the barriers that Chinese people may face when setting up their own business in the UK. Hengji has working partnerships with Gera Eve, Kingston Smith, Morrisons Solicitors, The English Land Partnership and Lavra Devine Solicitors, providing specialist consultation services relating to issues such as company

registration, applications, British legislation and loan services. Hengji also makes use of the extensive resources of Hengjia, helping their clients to overcome language barriers and understand business legislation in the UK. To date, Hengji Property Services has provided consultation services to over 600 clients, and successfully helped to establish 106 new companies.

3. The resources, and experience of the Hengjia group in British mainstream business circles has successfully helped establish many Chinese businesses in the UK who, due to lack of funds and experience, and poor credit ratings, would otherwise have been unable to survive in the UK market. Through the franchises of Dr. China, in cooperation with two other subsidiary companies of Hengjia, Hengjia Retail Inspiration Trading Co. Ltd and Open Valley, we have provided a number of UK Chinese businessmen with the opportunity to run their own businesses. In their franchising, Hengjia provide a comprehensive service, which includes brand authorization, business premises, and financial and accounting services. Additionally we also provide free customer service training programs, legal consultation as well as human resources, which are all crucial to the success of a franchisee. Today, in addition to more than 120 branches, Hengjia has successfully helped establish 12 franchises of Dr. China, 4 of which are under female ownership.

4. Since 2004, the Hengjia group has annually donated 200,000 to the Chinese language newspaper, The UK Chinese Business Times. Prior to that, there were only two other Chinese language newspapers in Britain. The publication of this newspaper promoted the economic contribution of Chinese businesses to UK industry. The UK Chinese Business Times has also catalyzed the Chinese language newspaper industry in the UK by offering Chinese people in Britain a reliable medium in their own language through which to further understand the UK and publishing articles which focus on British economics, trade and commerce.

The UK Chinese Business Times is a non-profit organization publishing 35,000 copies fortnightly. It has 273 outlets in 43 medium-to-large towns and cities throughout the UK, including China Towns, Chinese businesses and organizations.

Over the past two years, the UK Chinese Business Times has provided its readers with up-to-date articles on commerce and trade in the UK. It has also played an educational role - translating a wide range of materials explaining the British economy and commercial system, legislation, (such as taxation, catering industry management, traditional medicine legislation etc.) and public investment, as well as introducing public support agencies such as AIM and UKTI in detail to its readers.

The UK Chinese Business times, combines the expertise of organizations from industries such as law, financial consultation etc and has helped resolve the personal business problems of several hundred of its readers through its “questions and answers” page. The UK Chinese Business Times has also played an important role in attracting mainstream attention to the Chinese community in the UK and especially in London. For example, the mayor of London was invited to appear on the front cover

of the Chinese New Year edition, 2006. The Mayor of London's New Year greetings had an excellent response and further contributed to the interaction of the Chinese community and the city they live in.

The UK Chinese Business Times has made a great contribution to British society through the promotion of cultural and commercial exchange and funding of a non-profit advertising campaign encouraging its readership to engage sincerely in business in the UK. The UK Chinese Business Times cooperates with public organizations interested in the Chinese community, while encouraging its readers to also further interact with and have a responsibility towards British society. For example, in March of 2006, the newspaper published an article appealing to our readers to become more active in the British political system; in October 2006, we covered the Pearl Awards which, which commends successful Chinese individuals and organizations in Britain.

The UK Chinese Business Times has now become one of the largest and most influential Chinese language newspapers in the UK, having made outstanding contributions to providing news, consultation services and a media through which our readers can further interact and understand the UK.

5. The Hengjia group has made concerted efforts to promote the interaction of Chinese owned businesses and other BME owned businesses. Since 2005, the Hengjia group has been working in cooperation with Gursharon Kaur Grewal from the Indian business community, combining resources to establish a number of Chinese restaurants. During this venture, both parties brought their positive business experience into the project, bringing a new lease of life into the Chinese catering industry. This success provides an excellent model for future cooperation of London's BME owned businesses.

6. In 2006, the Hengjia group established a representative office in China which is committed to promoting London's first-rate financial services to the Chinese market, as well attracting Chinese interest in the London Stock Exchange. The Hengjia group has already served enterprises from Zhejiang, Liaoning and other provinces of China, which have a strong interest in investment in the UK.

In summary, the Hengjia group has provided the Chinese community in the UK with a two-way media, enabling them to further interact with British society, while at the same time introducing Chinese business and culture more into the British mainstream. The Hengjia group has made considerable efforts and invested both human and financial resources in their mission to assist the Chinese community in the UK to make full use of the wealth of resources that is available to them, whilst at the same time promoting the UK to investors in China.