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## **Business expert at Northumbria University to help secure Chinese trade and investment opportunities for the North East**

**A Northumbria University business expert, who advises the Government on UK Chinese relationships, is working with Newcastle City Council on investment and trade opportunities for the region.**

[Professor Yu Xiong](#), of [Newcastle Business School](#) at Northumbria University, was invited by Director of Investment and Development at Newcastle City

Council, Tom Warburton, to join him at a meeting with China's President Xi Jinping in Manchester on Friday (23.10.15).

The city council has called on Professor Xiong's expertise and already established relationships with key Chinese business partners to identify trade and investment opportunities for the North East with the world's second largest economy.

Professor Xiong, who as non-executive director of Chinese investment group SinoFortune, has recently helped secure £5.2bn in UK projects, said he will work with North East stakeholders to help secure vital trade partnerships with China.

"I can not only help identify opportunities in this region but also opportunities for the region and its businesses in China," he said. "The £5.2 billion investment announced earlier this week has been widely reported as one of the largest investments from China towards the UK.

"I could help bring trade and more investment to North East businesses and as an academic I am able to identify and help overcome the key barriers to help the UK Government and this region develop solid relationships with China."

As part of the China State Visit to the UK, UK Trade & Investment (UKTI) organised the event in Manchester for delegates from across the UK to hear direct from senior members of Chinese companies about their plans and potential opportunities or partnerships.

Newcastle City Council's Tom Warburton said: "It's fantastic that one of the UK's leading experts on business negotiation with China is based here in the city and we're delighted that he is able to join us as part of Newcastle City Council's delegation to Manchester.

"Newcastle is part of the Northern Powerhouse and our relationship with Northumbria University is evidence of the city council working together to increase the economic prosperity of the region."

Northumbria University works with an array of companies and organisations; small and medium firms, major multinationals and key parts of the public

sector. This includes Nike, IBM, Nissan, Procter & Gamble, Uniliver, and the NHS.

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## Contacts



### **Rik Kendall**

Press Contact

PR and Media Manager

Business and Law / Arts, Design & Social Sciences

[rik.kendall@northumbria.ac.uk](mailto:rik.kendall@northumbria.ac.uk)

07923 382339