



# Dezan Shira & Associates and the United Kingdom

A proven £475 million partnership to  
China investment success



**DEZAN SHIRA & ASSOCIATES**



**Years  
1992-2017**



## **Your Journey is our Story: 25 Years of Investment Success with the United Kingdom**

This year, our firm, Dezan Shira & Associates, turns 25 years old in Asia. We retain extremely strong ties to the United Kingdom, with both our Chairman and Founding Partner, Chris Devonshire-Ellis, and Partner, Adam Livermore, being British nationals. The firm also employs numerous British nationals throughout Asia, and has serviced several hundred British companies in China and the Asian region at large since 1992.

We have grown over the past quarter century to have over 20 offices and several hundred staff across China, ASEAN and India in all major cities throughout the region. Of the total foreign investment we have facilitated over the years into China, a significant and valuable proportion - some £475 million\* - has been from British businesses, making Dezan Shira & Associates a long term, proven, and trusted conduit for British investment.

### **Our British Clients**

Typical Dezan Shira & Associates clients are smaller listed companies, subsidiaries of listed companies, and small to medium sized privately owned companies. Many are well-known world class brands, while others are quietly producing innovative products and solutions. The vast majority have found considerable success in China, adding value to their shareholders, generating additional employment opportunities in both China and the UK, and providing increased taxable profits for the British government once Asia-generated profits have been consolidated into UK head office balance sheets.

\*Amount of capital invested by British clients of Dezan Shira & Associates into China, calculated by our internal audit and marketing teams.

## **Dezan Shira & Associates British Interaction in Asia and the UK**

We have been members of numerous British Chambers of Commerce throughout Asia and most of the British institutional entities operating in the region. Our Chairman is a member of the London-based Royal Overseas League, while local chamber memberships in Asia allow us to continue to support British initiatives on a regional basis.

### **Dezan Shira & Associates Educational and Business Briefings**

Our firm writes, produces, and publishes Asia Briefing, including its well-known China, ASEAN, India, Vietnam, Indonesia, and Russia Briefing titles, and its new Silk Road Briefing title. These titles have long provided educational support to students in the UK, as well as providing a "how to" template for thousands of British businesspeople in the UK and Asia. This commitment to providing a free, educational intelligence service has cemented our reputation as one of the most knowledgeable practices in Asia.

### **British Knowledge in Asia**

We monitor, analyze, and keep track of the many UK trade and investment policies provided by the British Government to assist British businesses succeed in selling products and services in Asia. Understanding the details of double tax treaties and applicable grants and incentives on offer in the UK and Asia can be the difference when competing. Our joint British and Asian intelligence helps our clients win - and keeps British businesses ahead of the game in Asia.

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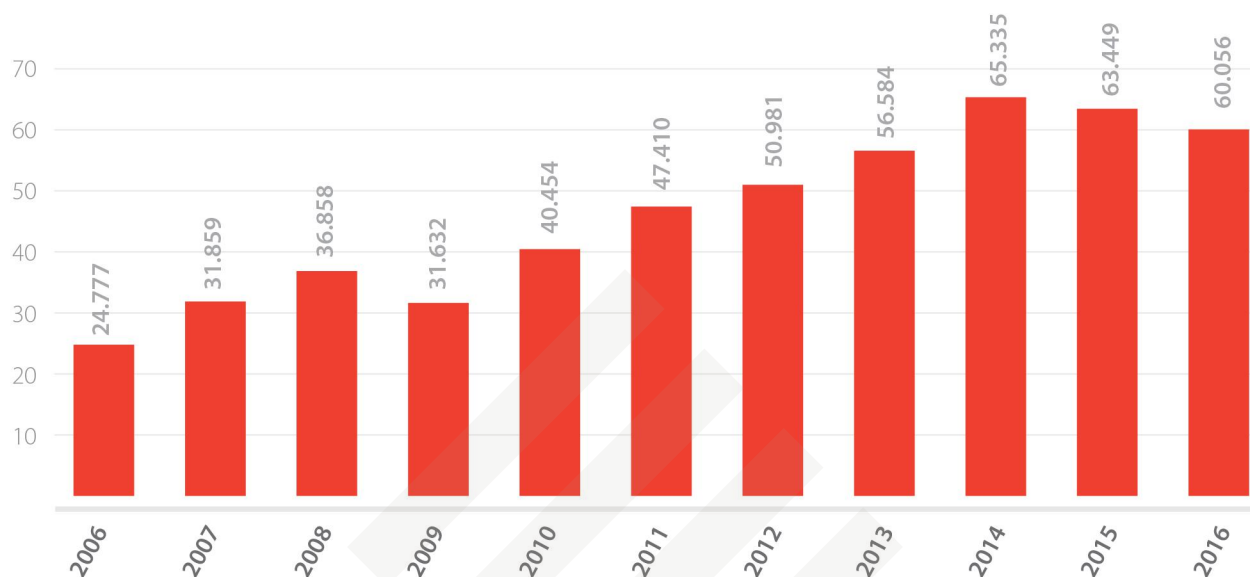
# **Your journey is our story**





## UK-China Trade Data (GBP)

Unit: £ Billion



Source: customs.gov.cn



**£475 million**  
UK FDI facilitated by  
Dezan Shira & Associates  
over 25 years



**300+**  
Dezan Shira clients  
from the UK  
over 25 years

Your journey is our story



**Years**  
**1992-2017**







# DEZAN SHIRA & ASSOCIATES

Your Partner for Growth in Asia



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