

Madeleine Sturrock

Madeleine Sturrock is managing director and founder of PanCathay Consulting set up in 2003 to help British companies do business in China and Chinese organisations promote themselves in the UK.

Madeleine first lived in China (Sichuan) in the early 1980s, after studying Mandarin. In 1984 she became director of a small China-related charity whose aim was to explain China at a time when little was known about the country. The work of this body was to organise events, publish a magazine and run educational tours to China.

In 1986 she returned to China to undertake a further year's study at Beijing University. She was recruited to the 48 Group of British Traders with China as their secretary general. She was responsible to the board for all the activity of this group, and for directing a small staff in the UK and in their Beijing office. She also opened a second office in Shanghai in 1988. In 1990 she played a prominent role in negotiating the successful merger with the Sino-British Trade Council.



At the newly-formed China-Britain Trade Group she was first deputy director and then deputy chief executive of the renamed China-Britain Business Council until July 2003. During her years with that organisation she oversaw the expansion of the China programme (increasing the number of offices from two to four). She established the popular Launchpad scheme (start-up offices available to UK companies). She co-authored *The China Business Guide* (Keele University Press 1994) which sold 5,000 copies. In 1995 she created a new research department to provide initial research for companies entering the China market. This became the commissioning point for all UK government research services for China.

In 1998 she won funding from a government scheme to set up the Food and Agriculture Industry project which undertook research into China's agri-food industry with the objective of securing greater UK involvement. From 2000 – 2003 she had specific responsibility for developing the marketing, public relations, and UK development of the organisation including regional offices which resulted in a much higher profile for the organisation and an increase in membership of 40%. This period also included one year managing the China offices during a period without a China director. In 2002 she also chaired the new SME committee to help develop services for British SMEs trying to establish business with the PRC.

Madeleine is now a fluent Chinese speaker. She has travelled widely throughout China and lived there twice. She has visited China around 50 times and taken 15 trade missions (and countless companies) to China.

Her new company has now been established for over 3 years and undertaken a number of commissions including several in the publishing industry, where she has found suitable partners for British publishers in co-publishing ventures. She has also advised companies in other sectors on their China strategy and has helped UK companies to source suitable manufacturers in China across several different sectors. She is also very pleased to be the senior advisor to TEDA, and their representative in the UK and Ireland, where her objective is to raise the profile of TEDA as a location for investment but also to put Tianjin on the map in the UK and Ireland, where it is less well known than it deserves.

She is also a frequent public speaker in the UK on matters concerning China and is a key consultant providing briefings for the School of Oriental & African Studies at London University