

# London Business Matters

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## Two minute interview: Yintong Betser

### Who are you?

Yintong Betser, born in Beijing but I have adopted London as my home since 1993. I am now running a business specialising in bridging the communication gap between China and the UK, from negotiation to translation. I have recently also published my first book series, *Active Business Travel to China* (in English) and *Active Business Travel to Great Britain* (in Chinese).

### What is your connection with the London Chamber of Commerce?

I have been a member since 2005 and have just been made an ambassador for the Chamber this year, which means that I will work closely with the Chamber to help raise its profile. In addition, I have been running a series of China Briefings in partnership with the Chamber's World Trade team this year.

### What was your previous job in London before setting up your own business?

I worked in the Commercial Department of Tottenham Hotspur Football Club as a marketing executive for three years looking after sponsors and corporate club members. I worked with some wonderful people and learnt so much about the British mentality, the culture and the marketing profession. It allowed me to develop as a professional and also helped me to integrate into British society at a deeper level. This experience ultimately gave me the courage to set up my own business in my adopted country.

### Which one business achievement over the last 12 months are you most proud of, and why?

It has to be my business travel books which offer a deeper understanding of the UK and China. I produced and published the books independently; and they have sold well since their publication. The contents have been amassed from my experience and knowledge of the last few years. But it is my first foray as a writer and publisher. Most importantly, they are a tribute to my business associates and clients.

### "If there is one thing I hate about my job it's...

Airline food, if anything."

### If you were advising a young entrepreneur which business person would you suggest as a model?

Richard Branson – who epitomises doing what he enjoys. I believe in the power of marketing and Richard Branson is the king of this profession. Given the current fashion of being rude on television, Branson's efforts in promoting his company's profile through his personal ventures, an attitude to enjoying life, together with his pleasant and polite personal image are far more appealing to me. On top of being successful, being a gentleman sets a good example to younger generations and contributes to a civilised society.

### How do you think the transport system in London can be improved?

Speed up the building of the cross-rail transportation system.

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**"The Olympics will be a great opportunity to showcase the British expertise and excellence to the world"**

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### What should be London's response to the ongoing terrorist threat?

I have always admired the very British "business as usual" attitude in response to the ongoing terrorist threat. As soon as we change our lifestyle, they have won - nothing will put London or the London people down!

### Which piece of red tape causes most problems for your company and why?

Being a small business we follow a modern business model and outsource many functions and operations. In this way, we are able to side step most red tape.

### What do the 2012 Olympics mean to you and your business?

Following Beijing's Olympics this year, I shall look forward to a new height in 2012 both personally and professionally. The UK's profile is somewhat outdated



in China, perhaps, internationally in general. It needs to be updated and modernised. The Olympics will be a great opportunity to showcase the British expertise and excellence to the world. It will no double attract many more business interests from emerging countries such as China. Hopefully, my business will benefit from the positive consequences, if not directly involved with the event.

### If you were Mayor of London for the day which one thing would you change? Sleeping policemen/road humps.

### Is there any question not asked which you would like to answer?

What is the most common error made

by British companies when it comes to working with China? After eight years running an Anglo Chinese communication business, I can't emphasise enough the importance of effective communication, especially in the global market. I don't just mean setting up state-of-the-art technology, the personal touch and relationship building have to be the top priority, especially in the initial phase of business with China. When I help businesses through this process, I often see confusion, yet issues are easily resolved with simple telephone calls or personal visits. It takes time to build a trusting relationship, but once this is established, the business operations run much more smoothly without the unnecessary frustrations.