

## UK to Showcase Strong Business Presence at China Fair



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XIAMEN, Sept. 7, 2025 — The United Kingdom will send its largest-ever business delegation to the 25th China International Fair for Investment & Trade (CIFIT), with over 100 companies and industry representatives expected to attend, UK Trade Commissioner for China Lewis Neal announced Saturday.

The UK is the guest country of honor at this year's CIFIT, scheduled for Sept. 8–11 in the coastal city of Xiamen, Fujian Province. The event will feature investment forums, exhibitions, and roadshows, drawing participants from more than 120 countries and regions.

Britain's national pavilion, covering 400 square meters under the theme "Invest in Great," will highlight priority sectors such as financial and professional services, advanced manufacturing, life sciences, clean energy, and creative industries.

Neal said the UK's participation aims to expand business opportunities in China, promote Britain as a top European investment destination, and strengthen partnerships with Chinese firms expanding abroad. "Wherever Chinese companies go in the world, we want UK firms to be at their side," he stated.

He expressed confidence in China's economic outlook, pointing to strong potential in automotive, renewable energy, and life sciences, and praised the country's "vibrant, competitive and diverse" digital economy.

Increasingly, UK companies are using digital platforms to connect with Chinese consumers, he noted.

The trade commissioner also highlighted cooperation in green technology, emphasizing alignment between China's low-carbon transition and British expertise. "China's emission reduction plans are of vital importance to the planet," Neal said.

Launched in 1997 and organized by China's Ministry of Commerce, CIFIT has grown into a major global platform for investment promotion, cross-border collaboration, and sustainable development.