

More super sports business deals set to be scored

Golden era of diplomatic relations seen paving way for raft of new business, **Hao Nan** reports.

With China-UK diplomatic relations enjoying a mutually proclaimed "golden era", sports companies in both countries are being urged by industry insiders and government to grab the chance to boost business ties and take them to the next level.

Liu Xiaoming, China's ambassador to the United Kingdom, compared his nation's sports sector to a "gold mine" in his speech at last year's Telegraph Business of Sport conference, held on May 9-10 in London.

The country's large population and stable economy are bonuses for the development of its sports industry and the market potential is great, Liu said.

An estimated 360 million people regularly participate in sports in China.

The total value of China's sports-related industries was 1.36 trillion yuan (\$212.85 billion) in 2014 and is expected to exceed 5 trillion yuan by 2025, according to the State Council, China's cabinet.

The government initiatives to accelerate the development of the sports industry are also providing a strong impetus for change.

China is rolling out a "300 million people on ice" national campaign in the run-up to the Beijing 2022 Winter Olympics.

The General Administration of Sport mapped out a five-year plan (2016-20) for the sports industry, setting out the goals of building 10,000 multi-functional playgrounds in cities, 500 public fitness centers



A trainer from Chelsea Football Club in the United Kingdom coaches teenagers at a Beijing soccer training center in July 2017. PROVIDED TO CHINA DAILY

in counties, and 15,000 fitness facilities in villages and towns.

Chinese investors have been actively seeking business opportunities in sports with their British counterparts in recent years, especially after President Xi Jinping visited Manchester City's Etihad Stadium during his state visit to the UK in October 2015.

That helped yield major deals in the past three years.

Chinese consortium CMC invested \$400 million in November 2015 to buy 13 percent in Manchester City.

A leading Chinese digital sports media platform, Sina Sports, signed a multiyear deal with Manchester United in 2016 to make the club's official television channel available to

108 million fans in China.

Beijing Sport University signed a memorandum of understanding with the University of East London in 2016 on expanding students and staff exchange channels in sports and promoting China's soccer development from grassroots to the highest level.

An increasing number of British companies and investors have also been attracted by China's sport markets, which feature huge potential and growing demand for investment, management expertise and technologies.

To better identify Chinese partners, UK Trade and Investment — a government arm of the British Embassy in

tion to establish itself as a world soccer power, many British investors have chosen to invest in this field.

In 2016, Sky Sports bought the rights to the Chinese Super League, and England's Premier League secured its biggest overseas TV rights contract with Chinese digital broadcaster PPTV.

"The importance of the Chinese market for football is growing, and the trend is reflected in the differences in brand value between those clubs that do well in China and those that are only starting to realize the country's potential," said Andy Moore, insights director of Brand Finance, a London-based brand valuation consultancy.

As a close partner of the Premier League, the UK embassy's sports department said China could expect more investment from it.

Commenting on the Beijing 2022 Winter Olympic Games, the sports department said it will bring more business opportunities for Chinese and British companies.

The department said it would help China to introduce more advanced technologies, in terms of ropeway engineering and ice surface production and maintenance.

It added there will also be gains in other areas where British companies have expertise, such as financing, accounting, environmentally friendly technologies and the construction of marketing systems.

Contact the writer at haonan@chinadaily.com.cn

5 trillion yuan

projected value of sports-related industries in China in 2025

Beijing which was replaced by Department for International Trade in July last year — set up a sports department at the embassy in September 2015.

It was designed to serve as a "bridge" for UK and Chinese sports companies, by boosting business communications and sharing resources.

In the light of China's ambi-

Chinese embroidery makes a splash on British high street

By **LI YU**
liy@chinadaily.com.cn

“We are here to build bridges between traditional Chinese handicrafts and British designers.”

Yu Qun, assistant minister of culture

A group of Chinese embroidery masters presented their craft in London's central business district on Dec 7, showcasing the intricate techniques that can be found in traditional Chinese culture.

The event took place at House of Fraser, a British department store located on Oxford Street.

Besides the embroidery craft on show, organizers also brought more than 40 sets of exquisite embroidery clothes co-designed by Chinese and British designers and staged a fashion show.

The craftswomen embroidered the handmade cloth threaded with patterns of birds, flowers and totems, attracting a group of British customers who decided to buy the artworks as Christmas gifts.

For most of the embroiderers, who are of the Miao and Dong ethnic groups, it was the first time they had traveled outside their hometowns in Guizhou province's autonomous prefecture.

Long Lingxiang, 50, was very excited about the trip. Many embroiderers in her hometown have inherited their skills from generation to generation, she told Xinhua News Agency.

Before taking part in the event, Long used to make clothes for local people, but after her experience in the UK she wishes to make more fashionable products, she said.

The event was organized by the Ministry of Culture and the Chinese Embassy

in the United Kingdom, to boost cultural communication between the two countries.

"China has plenty of creative resources while Britain has the ability to transform creative resources into products," said Yu Qun, assistant minister of culture, at the event.

"Today, we are here to build bridges between traditional Chinese handicrafts and British designers. I believe the mutual exchanges will bring new inspiration for cooperation in the creative industry between the two countries."

After watching the exhibition and fashion show, Burberry Chairman John Peace said: "It is very impressive that today's collection was finished in one month."

"The clothing and exhibits were made from good fabrics and in an exquisite design and distinct style, embodying the essence of Chinese elegance."

Advertorial

Leading UK tech company to contribute to revolutionizing healthcare

John Connolly, clinic director at medical software company TPP, shares his opinions on opportunities in the healthcare sector.

Healthcare delivery in the 21st century is changing rapidly around the globe, with many countries increasingly adapting to the use of innovative high-tech solutions.

Technology has become a part of everyday life in many other sectors — across banking, travel and insurance for example — and now the healthcare sector is starting to catch up.

During the 19th National Congress of the Communist Party of China in 2017, the Party shared with the world its vision for improved healthcare for all its 1.3 billion citizens.

As China prepares to embark on its own major transformation project for healthcare, it is poised to benefit from the adoption of solutions developed elsewhere, including in the United Kingdom.

The UK and China have a long history of trade relations, going back hundreds of years.

This week, as UK Prime Minister Theresa May visits China to encourage new links and trade between the two nations, there is an opportunity to promote the implementation of tried and tested technology right across China.

TPP, a leading supplier of clinical technology for the National Health Service in the UK, has more than 20 years of experience in designing and developing software for healthcare.

Our CEO, Frank Hester, started TPP with the vision of connecting care and revolutionizing the way the NHS shared health information. We



Patients are becoming increasingly empowered by being able to access their own electronic medical records. PROVIDED TO CHINA DAILY

intend to use our market leading technology to do the same in China and help the government continue to reform healthcare for its citizens.

The company is actively involved in dialogue on improved healthcare for all and is working with partners in China to make further progress.

I believe the 19th CPC National Congress celebrated the advancements that have already been made to reduce poverty: improvements in employment and housing, enhanced education and the development of a sustainable social welfare system.

This will prioritize the needs of rural elderly people, women and children, and vulnerable groups including those with disabilities.

In my understanding, the congress also promoted the Healthy China Initiative, which aims to improve the delivery of high-quality healthcare by ensuring that services are efficient, comprehensive, integrated and are available to all citizens regardless of geographic

location or economic status.

These reforms will focus on strengthening primary and community-based care, so that citizens receive care closer to home.

I believe the Chinese government will also prioritize preventive care to reduce the burden of preventable illness and premature mortality. Citizens will be assisted to improve their lifestyles, understand their long-term conditions and benefit from disease control measures.

This is undoubtedly a strong, positive vision for the reform of healthcare in China.

Implementation of the vision will certainly be challenging. These same difficulties are well documented in the UK's NHS, where a perfect storm of funding constraints, rising costs, an ageing population and an epidemic of lifestyle-related disease are disrupting the stability of the system.

Nevertheless the NHS, funded through general taxation which is available to all and free at the point of use, was recently

judged by the Commonwealth Fund to be the best, the safest, and the most affordable system of healthcare delivery out of 11 countries.

This is not the first accolade the NHS has received and it remains a healthcare model that other countries strive to emulate, despite its current difficulties.

For the NHS, a big part of the answer lies in the development and deployment of innovative technology solutions.

For many decades, commercial suppliers have helped to redesign work practices across the NHS, which has significantly increased both the productivity and the quality of service delivery.

Enhancing the experience of patients and citizens who receive care is also a crucial component of change.

The best technology solutions in the UK are underpinned by the concept of a single electronic record for each citizen with real-time contributions from all of their carers. This builds, over time,

into a reliable and complete, longitudinal record available wherever it is needed.

Electronic data which is captured at the point of care into a structured format also ensures that data can be analyzed and exploited to standardize quality, promote the uptake of evidence-based interventions, and reduce the risk of errors.

This technology facilitates the vision of doctors and nurses being able to deliver truly holistic care for all patients in an efficient and cost-effective way.

Technology like that developed by TPP means that citizens no longer have to remember and repeat their medical history. It means they are no longer managed by clinical teams who are unaware of what happened to them in another part of the service — and are no longer given advice which may be contradictory.

More importantly, citizens feel involved in their care and in control of their own welfare.

As well as storing clinical data securely and accurately,

the software solutions include decision support functions so that, across all healthcare organizations, clinical teams are prompted to make robust assessments and offer precise and appropriate management in every scenario.

Citizens are also given access to a "patient portal" so they can use their smart devices to access the same system and interact with carers, view their personal information and learn more about their illnesses and their care plans.

TPP's technology has helped the NHS deliver truly integrated care that is the envy of much of the world.

Over the last four years, TPP has collaborated with partners in China who share its vision of technology-led change and service improvement.

We have met many doctors and nurses who are enthusiastic about moving on from existing systems, originally designed just for insurance claims and monitoring performance.

TPP has two provincial projects underway and an exciting venture in Hainan province, the agreement for which is being signed this week. TPP is confident that healthcare can be transformed through a mutual partnership between our two countries.

Early deployments have demonstrated that our technology, which has been transforming care in the UK for years, can be adapted and made suitable for front-line healthcare teams in China, including for highly skilled practitioners of traditional Chinese medicine.

Our experience has highlighted that in China there is excitement and a visible energy for improving the efficiency and the quality of healthcare services and a willingness to change traditional working practices to adopt new technology.

In profile

John Connolly, clinical director at TPP

With a strong track record for clinical engagement in service redesign in healthcare through technological innovation, Connolly is a champion for the exploitation of clinical data across organizational boundaries. He studied medicine at the University of Birmingham. With more than 20 years experience as a frontline clinician in the National Health Service in the United Kingdom, he has delivered service transformation projects to redefine the interface between primary and secondary care.

Connolly manages the clinical aspects of TPP's operations and has responsibility for information governance and clinical safety.

About TPP

TPP is a leading clinical systems provider in the United Kingdom, with more than 7,000 customers. The data held in its SystemOne system forms one of the largest real-time databases in the world. For more information about TPP, the SystemOne product and the company's ventures in China, please visit

www.tpp-china.com or scan the QR code.

