



British Embassy
Beijing



Department for
International Trade



JOINT MESSAGE FROM BARBARA WOODWARD AND CATHERINE RAINES

ANNOUNCEMENT OF RICHARD BURN AS DIRECTOR-GENERAL, CHINA, FOR THE DEPARTMENT FOR INTERNATIONAL TRADE

We are delighted to announce that Richard Burn has been appointed as Director-General DIT in China. Richard has extensive business experience in China, including with Diageo, APCO and Batey-Burn, a market access and investment consultancy he co-founded and ran from 1989-1999. Richard has worked closely with government in China and the UK, including as former Prime Minister Sir Edward Heath's Private Secretary. We look forward to welcoming Richard and his partner, Tom Chen, back to China after Easter.

Richard will spend a month based in the UK before going out to Beijing, familiarising himself with DIT and Whitehall and undertaking pre-posting meetings. He will also attend the DIT China regional conference in Beijing on 23 March.

Richard said: "I am delighted to have been offered this opportunity to promote British trade and investment in China as Britain seeks to become a truly global trading nation and champion of free trade. Now is a very exciting time to be in China and I look forward to working with businesses in every sector to improve market access for their products."

Richard will succeed Joanna Roper, who has been Acting Director General since September 2016, and steered DIT to end of year success, exceeding Export Win targets and closing in on FDI and capital targets. Joanna has also laid the foundations for far-reaching changes in DIT China, enabling a joined-up approach to promoting trade and investment across the China network, as the UK prepares for Brexit while remaining a champion of free-trade. Joanna will be in China for the DIT Regional Conference on 23 March. I know you will join us in wishing her well in her next assignment, which will be announced very shortly.

Dame Barbara Woodward DCMG OBE
Her Majesty's Ambassador to China
Investment

Dr. Catherine Raines FRSA
Director-General, International Trade and
Investment

