

# Winner of China Rising Star Award 2010!

SYNTOR FINE CHEMICALS LTD TRIUMPHS AT THE GREATER CHINA AWARDS 2010

Syntor Fine Chemicals from Runcorn won the Greater China Rising Star Award, announced at the Greater China Awards and dinner on Friday 12 February 2010 at the Lowry Theatre, Salford.

The North West England Greater China Business Award is organised by UK Trade & Investment North West and the Northwest Development Agency, and rewards the company or organisation that has made the most significant contribution to developing business or network links with Greater China, including bi-lateral trade or investment. The Rising Star award celebrates the companies who have achieved the most in the market despite having only 3 years experience or fewer in the region.

Winners Syntor specialise in the development and supply of fine chemicals to the pharmaceutical, agrochemical, aroma and electronic industries. When their R&D laboratory based at the Runcorn site was at full capacity, they invested in an R&D laboratory in China, a country with whom they had already established robust business links, and Syntor China has been in operation in Hangzhou since February 2008 and has been a huge success.

**Philomena Chen**, *Head of Asia Pacific Development for UK Trade & Investment* said, "There was an outstanding level of entries for the North West region, and the winners are the companies who have showed the most evidence of a commitment to the market and who have successfully expanded their business in mainland China, Hong Kong or Taiwan". "Syntor is an impressive winner, who has integrated at every level with China from management, R&D to production, (Syntor) have successfully used their UK/China bases to multiply their sales in both locations."

**Clive Drinkwater**, *International Trade Director for UK Trade & Investment North West*, said: "Greater China continues to be of major importance on the global stage and we are sure our winning companies will be able to enjoy long term rewards and success in return for the time and finances they have invested in furthering their business interests there. "NW exports to China have been rising steadily over recent years as the Chinese economy becomes an increasingly important world player. From 2007 to 2008, NW exports to China rose by 32%, from £471m to £623m. "This year's North West England Greater China Awards are a great celebration of those businesses which have done the most to strengthen the links between our two economies."

**Robert Hough**, *Chairman of the Northwest Regional Development Agency (NWDA)*, said: "The North West of England Greater China Business Awards recognise and reward the companies and organisations that have made the most significant contribution to developing business or network links with Greater China. The NWDA is delighted to work with UKTI to ensure these achievements are recognised and celebrated."



Mireia Romeo (centre) and Samantha Hughes (2nd from right) of Syntor Fine Chemicals receiving 'China Rising Star Award 2010' from Philomena Chen (2nd left), Robert Hough (far right) and Christian Wild (left) of Finnair.



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