

PRESS RELEASE



Arete Group launches strategic partnership with Food and Drink North East to bring new opportunities for UK companies in China



Arete Group, a China in-market company specializing in trade and consumer consulting and marketing lead by Founding Director Heidi Dugan, has locked in a strategic partnership with Food and Drink North East (FADNE), a community-interest company aiming to aid brands based in the North East of England in trade, strategy, and growth planning to build a sustainable economy.

With the never-ending growing economy of China, UK brands are gaining increased exposure from Chinese consumers where products from the country are seen as high quality, safe, and trusted. Arete Group works with multinational brands and companies to successfully launch and grow businesses in China and through this strategic alliance with FADNE, it enables them to offer a more accessible route to their 750+ member companies and other UK brands to reach greater heights in the China market and get through special access in Arete Group's comprehensive mentoring program "China Accelerator".

Expand and grow a thriving business in China through China Accelerator

The idea of expanding into China can be both exciting and scary at the same time but sometimes can lead to paralysis and being put off taking the first step. With China Accelerator, these brands can get a full-fledged learning experience to springboard them to a good start, fully prepared and equipped with what they need to launch their businesses in China.

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About Arete Group

Founded by Heidi Dugan in 2018 and based on her 25 years of experience and connections in China, Arete Group Limited was created to ensure companies have an in-market guide and strategist so they can enter the China market, and effectively connect with partners, the consumer and grow and profit with confidence.



About Food and Drink North East

Food and Drink North East is a food and drink focused company based in the North East of England that aims to build a vibrant and engaged community that champions positive trade, promotes a sustainable circular economy and acts as a collective and inclusive voice for the region's food and drink sector.

Heidi Dugan, Founder & Director of Arete Group

"This partnership is something we have been working on for the past year and I am truly excited to now be working with the 750+ member companies under FADNE's wing to help them expand, thrive and profit in China."

Chris Jewitt, Founder & CEO of FADNE

"We look forward to working closely with Heidi and her team on forging an exciting and dynamic partnership in setting China as a market for northeast-based UK products and in turn will open up clear pathways into international trade"