

PRESS RELEASE – Friday 23 January 2015

**BICESTER VILLAGE WELCOMES HER MAJESTY'S AMBASSADOR
TO THE PEOPLE'S REPUBLIC OF CHINA**



*Her Majesty's Ambassador to the People's Republic of China – Barbara Woodward CBG OBE – and
Chief Executive – Value Retail Management, Desirée Bollier, at Bicester Village*

On Tuesday 20 January Bicester Village hosted a round table forum organised by the CBBC (China British Business Council) with the newly appointed HM Ambassador to the People's Republic of China, Barbara Woodward CBG OBE. After a tour of the Village, the Ambassador addressed a diverse audience of local business representatives, advising how to work successfully with China.

As a popular destination for Chinese visitors to the UK, Bicester Village was selected to host the round table. From January to November 2014, Chinese guests accounted for 50% of tax-refunded sales – an increase of 16% on the same period last year*. This Chinese New Year, Bicester Village will welcome its Chinese guests with a celebratory 'Wishing Tree' in association with leading bank card provider UnionPay International, a subsidiary of China UnionPay. Guests will be invited to write their wish on a 'lucky' red butterfly and hang it on the tree.

Value Retail, the creator and operator of the *Chic Outlet Shopping*® Villages, opened the first Village in China in May 2014 – Suzhou Village – which is located one hour from Shanghai in historic Suzhou. The second Village, Shanghai Village, will be located adjacent to the Shanghai Disney Resort, and is scheduled to open in October 2015.

* **Source:** Global Blue and Premier Tax Free



Desirée Bollier and Barbara Woodward are pictured with 'lucky' red butterflies, which will be added to the Wishing Tree in Bicester Village this week.

About Barbara Janet Woodward CBG OBE

Woodward was appointed HM Ambassador to the People's Republic of China from early January 2015, succeeding Sir Sebastian Wood. She joined the FCO in 1994 working in China, Russia, the EU, and at the UN. Her last appointment was as Director General Economic & Consular Affairs, Board of the Foreign and Commonwealth Office from 2013.

About Bicester Village

Bicester Village, one of the *Chic Outlet Shopping*® Villages by Value Retail, is located just 60 minutes from both London and Birmingham, and offers the UK's leading luxury outlet shopping experience. With more than 130 outlet boutiques providing fashion and luxuries for the home, Bicester Village offers a unique selection of British and international brands with savings of up to 60% on the recommended retail price, seven days a week and all year round. Bally, Diane von Furstenberg, Missoni, and Tory Burch are just a few of the international brands present, as well as boutiques of British designers including Anya Hindmarch, Temperley London, Smythson and Vivienne Westwood. A suite of services includes the Shopping Express®, the daily coach service from London; an award-winning Tourist Information Centre; a children's play area, valet parking, Hands-free Shopping, and a Personal Stylist. With a selection of restaurants and cafés, the Village has become a destination for visitors seeking a superior shopping experience and an enjoyable day out.

For more information and high-res images please contact:

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