

THE WECHAT OPPORTUNITY

The Inner Circle

How UK firms reach Chinese businesses, investors and high-net-worth clients — through the platform that runs mainland China.

WeChat is the operating system of Chinese business and social life — used by over **1.3 billion people** to communicate, network and transact. For UK firms in property, professional services and beyond, it is the single most important channel for reaching Chinese businesses, investors and high-net-worth individuals — both in the UK and across mainland China.

WHAT WECHAT IS

Not an app. The infrastructure of modern China.

To understand the opportunity, you first have to understand what WeChat actually is. In the West, we think in terms of separate apps — WhatsApp for messaging, Instagram for social, PayPal for payments, LinkedIn for business. In China, WeChat is all of these at once, and more.

It is a "super-app" — the single platform through which over 1.3 billion people message, share updates, read news, pay for goods, book services, run businesses and maintain professional relationships. It is woven into the fabric of daily life and commerce in a way no Western platform is.

For business, WeChat is indispensable. Chinese professionals do not exchange email addresses — they exchange WeChat IDs. Deals are discussed, relationships are built, and reputations are made within it. A business without a WeChat presence is, to a Chinese professional, effectively unreachable.

1.3bn+

Monthly active users worldwide

#1

Communication platform across all of mainland China

90%+

Of Chinese internet users active on the platform

This dominance matters because it means WeChat is not optional. It is not one channel among many — for the Chinese market, it is the channel. Reaching Chinese businesses, investors or high-net-worth individuals without WeChat is like trying to reach a UK client with no phone, no email and no website.

THE ECONOMIC OPPORTUNITY

Securing work, sales and investment from mainland China

China is home to the largest population of high-net-worth individuals in the world outside the United States, and a vast and growing class of businesses, entrepreneurs and investors actively looking outward — for property, education, professional expertise and investment opportunities abroad.

The United Kingdom is one of their most sought-after destinations. Chinese investment flows into UK property, the UK remains a top choice for Chinese students and families, and Chinese businesses regularly seek UK-based legal, financial, architectural and consulting expertise. The demand is real, substantial and ongoing.

The firms that win this work are not necessarily the largest or most established — they are the ones who are visible, credible and contactable within the channel this audience actually uses. For a UK firm, being present and active on WeChat is what turns an abstract opportunity into a tangible pipeline of enquiries, clients and deals.

WHO THIS MATTERS FOR

Estate Agents & Property Developers

Reach Chinese buyers and investors actively seeking UK property.

Architects & Design Firms

Win commissions from Chinese developers and private clients.

Legal & Financial Services

Become the trusted UK adviser for Chinese businesses and families.

Consultants & Professional Services

Access a market actively seeking UK expertise and credibility.

WHY PRESENCE IS ESSENTIAL

Without WeChat, you are invisible to decision-makers

A Chinese investor considering UK property, or a Chinese business seeking a UK partner, will not find you through Google, LinkedIn or a cold email. They will look within their own trusted network — and that network lives on WeChat.

Trust is the currency of Chinese business culture. Relationships are built carefully, often through introductions and verified presence rather than advertising. A verified WeChat business account signals that you are a legitimate, serious and accessible counterparty — someone worth engaging with.

Just as importantly, WeChat allows for direct, ongoing communication. A potential Chinese client can message you, view your content, understand your services and build familiarity with your firm over time — all within the platform they already trust and use every day.

A verified presence

Signals legitimacy and seriousness to a culture that values trust above all.

A direct channel

Lets Chinese clients and partners reach you the way they reach everyone else.

Ongoing visibility

Keeps your firm front of mind through content, updates and engagement.

A competitive edge

Positions you ahead of UK firms who remain unreachable to this audience.

CONTENT & CREDIBILITY

Turn the expertise you already have into authority in China

Most professional firms already produce valuable content — market reports, legal updates, design portfolios, investment insights, thought-leadership articles. In the UK, this content builds credibility with British clients. Translated and published on WeChat, that same content builds authority with an entirely new audience.

WeChat's Official Account system allows businesses to publish articles directly to followers — much like a company blog or newsletter, but within the platform Chinese professionals read daily. A Chinese investor researching UK property, or a Chinese business evaluating UK consultants, can read your insight in their own language and immediately understand your expertise.

This is one of the most powerful and underused aspects of WeChat for UK firms. You are not starting from scratch — you are taking the knowledge and authority you have already built and making it visible, accessible and credible to a market that would otherwise never encounter it.

How we help you build authority on WeChat

- We set up and verify your official WeChat business account
- We translate your existing content into professional, native Mandarin
- We publish articles and updates that demonstrate your expertise
- We manage your presence so you stay visible and credible over time

The Chinese market is looking outward.

Make sure they can find you.

Chinese businesses, investors and high-net-worth individuals are actively seeking UK property, expertise and partnerships. The firms that capture this demand are the ones present where these relationships are built — on WeChat.

Influence Exchange sets up and manages your verified WeChat business presence end to end — from account setup and certified Mandarin translation to ongoing content and engagement. We give your firm a direct line to one of the most valuable audiences in the world.

Ready to reach Chinese clients and investors?

Enquire at influence-exchange.com

or email Admin@influence-exchange.com

RedNote Marketing

Reach Chinese consumers in the UK through the platform they use to discover businesses.

WeChat Marketing

Connect with Chinese professionals, investors and HNW clients through their primary network.

IE Sourcing

Access verified Chinese manufacturers directly through our network of agents across mainland China.