

Harry Potter retailer shortlisted in China Scotland Business Awards

An Edinburgh based retailer is among the contenders to win at the China Scotland Business Awards.

Museum Context is the leading independent business involved in selling Harry Potter merchandise.

Andrew McRae founded the business in 2007 out of a “love for cultural heritage and a desire to offer top quality interior accessories and giftware”. He said: “Being shortlisted for this award is a testament to our team’s hard work and dedication.”

He was keen to ensure that the Edinburgh part of the Harry Potter story should not remain untold. He wanted to highlight that Edinburgh influenced the settings and many of the characters created by JK Rowling as she wrote the early Harry Potter books in the Elephant House café, known worldwide as ‘the birthplace of Harry Potter’. McRae has opened 24 outlets including two in Edinburgh and one in Hong Kong.

In a new partnership between Museum Context and Elephant house an immersive experience bringing together the merchandise and the story of the café where it started will be established in Hong Kong.

“Elephant House International Hong Kong will be the centrepiece for Museum Context’s expansion in the Greater Bay area, Mainland China, and the Far East,” McRae said. “Our

connection to Hong Kong is both emotional and business-driven. We're excited about this next chapter and look forward to continuing to contribute to the Scotland Hong Kong relationship."

The awards will be announced and presented at the China-Britain Business Council's Chinese Burns Supper in Edinburgh on 8 February 2024.



Andrew McRae (Museum Context) pictured outside Museum Context in Victoria Street. PHOTO © Malcolm Cochrane Photography