



China-Britain  
Business Council  
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## **Launching a new China-UK Creative Office**

*To promote UK design in China*

During the June 2011 visit to London of the Chinese Premier, Wen Jiabao, a new **China-UK Creative Cooperation Office** will be launched to support British design companies seeking promotion in China. It is the first international office for the Beijing International Brand Management Centre (BIBMC) and we are delighted they have chosen London. On Monday 27 June Premier Wen Jiabao will witness Xu Jing, Director of the Beijing International Brand Management Centre, and Stephen Phillips, Chief Executive of the China-Britain Business Council, sign a Memorandum of Cooperation.

*"This is an exciting initiative with great potential. We look forward to working with our partners to develop a model that will potentially help hundreds of UK businesses in China"* said Stephen Phillips, CBBC's CEO.

Sir David Brewer, CBBC Chairman commented

*“2011 is the first year China officially listed the Cultural and Creative Industries as a pillar industry. This is exciting news for the UK as we have internationally acclaimed excellence in every aspect of the design sector.”*

The new office will be launched at China-Britain Business Council's Summer Reception on 30 June. The evening will be hosted by Sir David Brewer, CBBC Chairman, attended by Xu Jing, Director of the Beijing International Brand Management Centre, with a keynote speech given by Harold Tillman, Chairman of the British Fashion Council.

An ongoing ***Creative Industries Cooperation Dialogue*** is also being established to ensure the aims of the new office are understood; share information about the opportunities for UK companies to add value in China; to build understanding and discuss key issues from models of cooperation, to transaction issues and of course IPR. The first of these dialogues will take place at CBBC London on 28 June.

The new ***China-UK Creative Cooperation Office*** is being set up in partnership with the China-Britain Business Council (CBBC) and under the auspices of MOFCOM (the Chinese Ministry of Commerce). The office has ambitious plans to support and promote British design in China by:

- Building a database of 500 UK design companies from consumer product, fashion, branding and industrial design
- Establishing a network of design promotion centres across China
- Creating a service offering, tailored to the specific needs of the design industry, to provide market entry and ongoing development advice and services in collaboration with CBBC
- Establishing an annual week in China to promote UK's excellence in design and creativity as well as annual prize for outstanding work

## **Background notes for editors:**

### **Supporting a pillar industry in 2011**

Beijing International Brand Management Centre (BIBMC) and China-Britain Business Council (CBBC) established a cooperation framework and in January 2011 an MOU was signed in the presence of Vice Premier Li Keqiang and Deputy Prime Minister Nick Clegg. The establishment of the new China-UK Creative Industry Cooperation Office is the next stage in this development.

**China-Britain Business Council (CBBC)** is the largest membership organisation for UK companies doing business in China and offers a comprehensive range of services and advice for all businesses at every stage of market entry. CBBC works closely with the UK government. Through a unique arrangement, CBBC delivers a number of business support services and China business advice to British companies on behalf of UK Trade & Investment (UKTI).

CBBC has 900 members including Alliance Boots, Associated British Foods, Arup, Barclays, Clyde Bowers, Diageo, DLA Piper, GKN, HSBC, Marks and Spencer, Peel Holdings, Pearson, Rolls-Royce, Synergy Health, Tesco, University of Nottingham, Virgin, Vodafone, although two-thirds of its members are SME's including 4Energy, Benoy, Berry Brothers, Communicarta, ICTS Software, Jetion Solar, Lotus Engineering and Penhaligon's. In the last year 130 new corporate members joined including Huawei, ICBC, Zaha Hadid, Sainsbury's and Nokia. 80% of new members are SMEs.

The top three areas of expertise of CBBC's members are financial and professional services, engineering and education although companies range from life sciences to creative and media. Chinese companies including Bank of China, Air China, China Merchants Bank, China Construction Bank, Chengdu Hi-Tech Zone, Agricultural Bank of China, Huawei, ICBC and China Netcom are also members.

"We are proud of the fact that we have such a diverse membership base as it means we genuinely offer added-value to all sizes of companies at all stages of their development" says Stephen Phillips, Chief Executive of CBBC.

CBBC, with a track record of developing British trade in China dating back to the 1950's has unrivalled government contacts in both UK and China and is the first port of call for companies looking to trade with China. It handles over 6,000 enquiries from companies a year and offers a range of services.

The CBBC network of 11 offices in China (Beijing, Shanghai, Shenzhen, Qingdao, Wuhan, Chengdu, Nanjing, Hangzhou, Shenyang, Chongqing and Guangzhou) and nine in the UK employ a team of 110 including commercial and sector specialists with direct experience of working in China. All CBBC staff in China are bilingual and 70% of the non-Chinese staff have either studied, worked or run their own business in China.