



China-Britain
Business Council
英中贸易协会

Digital Services Directory

www.cbbsc.org

LEADING SECTOR KEY

entertainment



creative



education



tourism



food & drink



healthcare



technology



travel



retail



luxury



beauty



mother & baby



active lifestyle



Company Glossary

Marketing

Crayfish | Chinacache | Hylink Group | Red Unit

Red Fern Digital | Ping Pong | Regroup China | Tong Digital

Westwin | Qumin | Zudu

Ecommerce

Avenue51 | Samarkand Global

Strategy Consulting

Qiva Global

Logistics

Royal Mail | Send2China | Elanders

Brand Protection

SnapDragon Monitoring



China-Britain
Business Council
英中贸易协会

Marketing

Crayfish.io

crayfish.io

hello@crayfish.io

LEADING
SECTORS



B2B DIGITAL MARKETING



**SOCIAL MEDIA SET-UP &
MANAGEMENT**



BRAND LOCALISATION



**MARKET RESEARCH & BRAND
STRATEGY**



DESIGN



COPY WRITING

Crayfish.io is the first and only online marketplace platform dedicated to English-Chinese bilingual project work. Our platform enables you to access instantly a variety of Chinese marketing experts on demand – from market research, to brand localisation, social media, data analysis, strategy & planning, campaign creation and more - no matter how large or small your project. We offer considerable cost savings, enabling brands to make good use of quality Chinese-speaking marketing resources.

Apart from our popular marketplace, we also offer a range of fixed price and tailored services. These help you improve speed to market as well as enhancing collaboration between your brand and our top-level service providers.

CLIENTS



Mama & Papa Blue



STEER

WATCHES &
SWITZERLAND
SINCE 1981

COTY
BEAUTY. LIBERATED



ChinaCache

LEADING
SECTORS



WEB PERFORMANCE



CLOUD/HOSTING SERVICES



WEB SECURITY



DATACENTRE DEVICES

en.chinacache.com

emea@chinacacheglobal.com

Since 1999, Chinacache, the first and licensed Content Delivery Network (CDN) in China is an Internet Services Provider focused on helping companies navigate some of the challenges of the Chinese Internet:

- slow web performance
- Great Chinese Firewall
- strict government regulations
- censorship requirements for Internet Content Provider (ICP) License.

From large enterprise and institutions, Chinacache helps clients across all sectors and sizes.

CLIENTS

COACH

LinkedIn



XBOX

RED UNIT

LEADING SECTORS



MARKETING & BRAND STRATEGY



CREATIVE WORKSHOPS FOR BRAND EXPERIENCE INNOVATION



GRAPHIC DESIGN



DIGITAL/PRINTED CONTENT LOCALISATION



DIGITAL MARKETING



ON-SITE DIGITAL EXPERIENCE DESIGN

redunit.co
hello@redunit.co

Founded in the Scottish capital city, Edinburgh, Red Unit is a strategic design consultancy specialised in providing innovative solutions for British businesses to access the global Chinese market. Our vision is to bridge the cultural gaps between the UK and the new global digital Chinese market, supporting companies to develop and achieve sustainable growth through the creative medium of design.

Red Unit offers a wide range of services from design consultancy, brand localisation, customer journey optimisation, social media marketing, KOL (Key Opinion Leaders) marketing and business consulting all while implementing our team's cultural intelligence of the East and West and up-to-date technology to yield your business great results.

CLIENTS



SCOTTISH
DEVELOPMENT PARTNERSHIP

GLEN QUACH

#SCOTLANDISNOW

ETAG

Edinburgh
Tourism
Action
Group

HYLINK

LEADING SECTORS



MARKETING & BRAND STRATEGY



RESEARCH & CONTENT CREATION



MEDIA PLANNING & BUYING



SEARCH & DATA ANALYTICS



MOBILE MARKETING & SOCIAL MEDIA



E-COMMERCE

hylink.co.uk
hello@hylink.co.uk

Hylink is the first natively Chinese digital agency to move West and establish in the UK. Voted the most effective advertising agency in the Asia Pacific region with the prestigious Effie Award, Hylink is China's largest, independent full-service digital agency.

Our mission is simple: to creatively bridge the cultural gap in digital marketing between China and the UK. Established during the advent of the Chinese ad industry in the 1990's, Hylink has grown to 15 offices across China and now a global network in Paris, Munich, LA, New York, Seoul and London.

Hylink London is innately digital and natively Chinese.

CLIENTS



London
Symphony
Orchestra

HARVEY
NICHOLS



REDFERN DIGITAL

LEADING SECTORS



MARKETING & BRAND STRATEGY



CONSUMER RESEARCH &
MONITORING



CREATIVE DESIGN & BRANDING



SOCIAL & PAID MEDIA



E-COMMERCE



TECHNICAL INTEGRATION

redfern.com.cn

contactus@redfern.com.cn

RedFern Digital is a China-specific, full-service agency that helps brands navigate the digital ecosystem, increase their brand awareness and help convert that awareness into sales. After 15 years in China we have grown alongside our clients, some of which are now among the most successful brands in-market.

Our background is commercial and our roots lie in Ecommerce and data driven analysis, together they derive actionable insights to optimize digital marketing strategies. In doing this we challenge our people to deliver measurable and successful campaigns for our brands no matter the budget, no matter the platform. We pride ourselves on our ability to commercially understand all aspects of the consumer journey from point of contact to purchase.

CLIENTS



LEADING SECTORS



MARKETING & BRAND STRATEGY



RESEARCH & CONTENT CREATION



MEDIA PLANNING & BUYING



SEARCH & DATA ANALYTICS



MOBILE MARKETING & SOCIAL MEDIA



E-COMMERCE

pingpongdigital.com

contact

PingPong Digital is an award-winning full service Chinese digital marketing agency, with offices in the UK, US and China. They work with brands on their Chinese digital marketing activation (social media, strategy, creative, web, paid media, PR), to build better awareness and engagement in a competitive Chinese marketplace to scale and succeed.

They work with small businesses and large businesses alike and have the largest in-house team of Chinese digital marketing experts in the UK and are the only international agency to be an official partner of Weibo, WeChat, Douyin, Toutiao and Baidu.

CLIENTS



BOSS
HUGO BOSS

Westfield





regroup-china.com

info@regroup-china.com

LEADING
SECTORS



Formed by experienced digital marketers and technicians, Regroup is a specialist digital agency committed to helping Western brands define and action strategy for growth in China - the world's largest online marketplace.

We have amassed many years' experience working with some of the biggest brand names and retailers globally, across multiple online disciplines in China.

Our specialist teams in London, Bremen, Guangzhou and Shanghai provide a service tailored to the needs of Western Brands wishing to enter the China market.



DEFINING STRATEGY



CHINESE SOCIAL MEDIA



BUILDING SALES



CHINESE WEB DESIGN AND
BRANDING



REPUTATION MANAGEMENT

CLIENTS

BREMONT
CHRONOMETERS



PROTECTED BY
P2i



DOWNING
students

TONG

tongdigital.com

info@tongdigital.com

LEADING
SECTORS



TONG is the UK's only true social commerce agency with a focus on China. We help brands big and small enter and scale up in the Chinese market, with an emphasis on the results that matter - sales.

Our turnkey digital and ecommerce solutions help brands to understand and leverage the power of social media and influencer marketing at every stage of the customer buying cycle.

All of this is underpinned by our proprietary WeCommerce™ technology to ensure an integrated and intelligent approach to this most important of retail markets.



MARKETING & BRAND STRATEGY



CHINESE LOCALISATION SERVICES



CHINESE SOCIAL MEDIA



INFLUENCER MARKETING



MOBILE MARKETING



E-COMMERCE

CLIENTS

FORTNUM
& MASON
EST. 1707



SUNSPEL
ENGLAND 1997

Whittard
CHELSEA 1886

Westwin

LEADING
SECTORS



MARKETING & BRAND STRATEGY



SOCIAL MEDIA MARKETING



DIGITAL ADVERTISING



KOL & INFLUENCER MARKETING



SEARCH ENGINE MARKETING



CROSS-BORDER E-COMMERCE

westwin.com

adstochina.westwin.com

Westwin, formerly known as Microsoft Online (MSN China), is a leading digital marketing and technology company that focuses on cross-border business. It provides branding strategies and digital marketing solutions to help clients achieve success in China and around the world.

Westwin is a certified marketing & advertising partner of Baidu, Tencent WeChat, Sina Weibo and more major digital platforms in China. With years of experience in cross-border business and partnership growth, Westwin is equipped with the knowledge and expertise to take businesses to the next level in overseas markets.

CLIENTS



UNIVERSITY OF LEEDS



BOSS

Jo MALONE
LONDON

QUMIN

LEADING
SECTORS



RESEARCH & INSIGHTS



STRATEGY



CREATIVE



DESIGN & BUILD



SOCIAL MEDIA & CONTENT MARKETING



PERFORMANCE MARKETING

qumin.co.uk

hello@qumin.co.uk

Qumin was the UK's first, and remains among the largest independent Chinese Digital Creative Agencies in the country. We help our clients stay ahead of the curve by understanding Chinese people and cultures. We focus on the users behind the platforms, the subcultures behind the hashtags and the audiences behind the consumers. We conceive, design and build experiences that connect global brands with Chinese people.

Over the past several years, we have worked with some of the most ambitious companies in the world including Harrods, Kering Group, Skyscanner, Watches of Switzerland, Manchester United, Informa Plc, Net-A-Porter, Standard Bank, Sony, Huawei and more.

CLIENTS

Harrods

Heathrow



SONY

KERING

ZUDU

zudu.co.uk

info@zudu.co.uk

LEADING
SECTORS



MARKETING & PR



SOCIAL MEDIA MARKETING & KOLs



**WEB, APP & MINI PROGRAM
DEVELOPMENT**



E-COMMERCE



**ONLINE TO OFFLINE (O2O)
ENGAGEMENT**



BRANDING & CUSTOMER EXPERIENCE

Zudu is an award-winning China-focused Digital Agency specialising in international development and digital marketing strategies. With operations in the UK and China, we support clients in the UK, Europe and US, helping to build high performing digital strategies to break into and grow sales in the Chinese market.

Zudu's flagship product, NihaoScotland, helps Scottish SMEs reach the UK-based Chinese population, allowing them to 'test the water' in the UK, thus improving product recognition and reputation through word of mouth marketing to form a reputation in the UK as well as China.

CLIENTS





China-Britain
Business Council
英中贸易协会

Ecommerce

元

AVENUE51

LEADING
SECTORS



UK BASED CHINESE INFLUENCERS



ONLINE MARKETING IN CHINA



WEB, APP & MINI PROGRAM
DEVELOPMENT



CROSS-BORDER E-COMMERCE



ONLINE RETAIL NETWORK



STRATEGY

avenue51.com
reception@avenue51.com

Avenue51's award winning cross border online retail solutions make it simple and profitable for reputable European based brands including Waitrose, Premier Foods, ThisWorks and Aspinal of London to sell to online shoppers based in Mainland China direct or through a network of online retailers.

Everything is integrated and professionally managed by the Avenue51 team including translation/design, local customer support/returns management, fulfilment/customs clearance, ISO901 certified storage in the UK and Mainland China, guaranteed payment settlement in GBP and influencer marketing. Please do get in touch with us now to discuss how we can accelerate the continued global success of your brand. Tel: 0044 2075384145, Avenue51 Unit 2, Anchor Wharf, Yeo Street, London, UK E3 3Q.

CLIENTS



thisworks
DISTRIBUTION SOLUTIONS

HOLLAND & BARRETT

WAITROSE
PARTNERS

SAMARKAND
GLOBAL

LEADING
SECTORS



LOGISTICS



CHINA MARKET ENTRY STRATEGY



DISTRIBUTION



DATA & ANALYTICS



ECOMMERCE



WEB DESIGN

samarkand.global

info@samarkand.global

Samarkand Global provides the gateway connecting Western brands & retailers with the Chinese eCommerce market. Our technology led solutions are designed for brands of all sizes and make Chinese eCommerce simple, accessible and profitable.

Our UK headquarters enable us to work closely with our brand partners whilst our Shanghai team ensure we are at the cutting edge of the world's leading eCommerce market.

CLIENTS

TEMPLES PA

111SKIN
HARLEY ST LONDON

TATEOSSIAN
LONDON

ZIFA WEST



China-Britain
Business Council
英中贸易协会



Strategy Consulting



qivaglobal.com

info@qivaglobal.com

Founded by Ellie Adams in 2017, QIVA is an independent management consultancy that helps organisations localise their global advantage.

The team at QIVA understands how sustained commercial success is driven by a systemic connection with the ideas and products your customers value. They also know how to apply this in China.

Fluent mandarin speakers, the QIVA team works at the interface of international and Chinese businesses. Clients benefit from their combination of professional services expertise and on-the-ground relationships.

CLIENTS

LEADING
SECTORS



**CUSTOMER-LED PROPOSITION
DEVELOPMENT**



MARKET ACTIVATION



GROWTH STRATEGY



CENTRALISED SALES MANAGEMENT



CEUTA GROUP

Imperial College Healthcare



M&S

PHD



SIS

SCIENCE
IN SPORT



China-Britain
Business Council
英中贸易协会



Logistics


Royal Mail**LEADING
SECTORS****CHINA POST TRACKED & SIGNED****INTERNATIONAL PARCELS & LETTERS****INTERNATIONAL SHIPPING****CROSS BORDER ECOMMERCE****royalmail.com****contact**

Royal Mail is the leading provider of postal and parcel delivery services in the UK. We deliver to over 230 countries and territories worldwide through our long-established partnerships with postal operators and couriers.

Our range of tracked and untracked products offers services to meet the needs of a diverse range of customers from the occasional or domestic shipper up to large global retailers. Using our shipping platforms, you can use our services on any market place and we are continually developing new services and capabilities to meet the needs of the both domestic and international shippers.

INDUSTRIES

Fashion & Lifestyle



F&D



Retail


速递中国
SEND2CHINA**LEADING
SECTORS****WAREHOUSING****E-COMMERCE FULFILLMENT****UK-CHINA PARCEL SHIPPING****FRIEGHT FORWARDING****Send2China****enquiries@send2china.co.uk**

Founded in 2013, Send2China has been well placed as a leading cross-border service provider with expertise in UK-China Logistics, Parcel Shipping, Ecommerce Fulfillment and Warehousing driven by technology and innovation empowering UK merchants for direct China export.

Send2China provides an integrated solution to overcome the cross-border e-commerce trade barriers and also enables a direct ecommerce shipping method at a more affordable cost and custom tax, which creates new possibilities for UK-China businesses.

INDUSTRIES

Electronics



Fashion & Lifestyle



F&D



Retail



END-TO-END SUPPLY CHAIN SERVICES



E-FULFILLMENT & REVERSE LOGISTICS



DISTRIBUTION & LOGISTICS



GLOBAL SUPPLY CHAIN MANAGEMENT

Elanders offers global integrated end-to-end solutions in supply chain management. Elanders can take an overall responsibility for complex and global deliveries encompassing procurement, transportation, warehousing, configuration, production, pick/pack and distribution. Our offer also includes e-commerce services and after sales services for our clients. Elanders' business concept is to be a global, strategic and long-term partner to its customers in their work to streamline and develop their business critical processes.

The Elanders Group has 7,000 employees and operates in 18 countries on four continents. Our major customers are active in the Electronics, Fashion & Lifestyle, Health Care & Life Science, Automotive and Industrial industries.

INDUSTRIES



Automotive



Electronics



Fashion & Lifestyle

Health Care &
Life Science

Industrial



China-Britain
Business Council
英中贸易协会



Brand Protection



SnapDragon

LEADING
SECTORS



ECOMMERCE MONITORING



WEB MONITORING



SOCIAL MEDIA MONITORING



SELLER INTELLIGENCE



REPUTATION MANAGEMENT



BRAND ENFORCEMENT

snapdragon-ip.com

the.lair@snapdragon-ip.com

SnapDragon Monitoring is an online brand protection company dedicated to fighting fakes online. Born from our Founder's personal journey as an SME owner experiencing counterfeits, SnapDragon has become a leading light in intellectual property enforcement and brand protection, defending revenues, reputations and, just as importantly, consumers.

Using clients' IP rights, SnapDragon's pioneering software Swoop monitors the world's busiest online marketplaces for copycat goods, identifying suspect infringements for removal. Whatever the size or scale of the issue, SnapDragon's multilingual team of brand analysts ensure that counterfeiters can be defeated, protecting innovators, businesses and customers alike.

CLIENTS



Cheeky
Chompers



Flavia's Food



LittleLife

www.cbbsc.org



China-Britain
Business Council
英中貿易協會