



Established in 1955, ADAM Architecture is a UK-based classical architecture and contextual urban design company which is well-known for its design work. The directors – leading practitioners, Robert Adam, Nigel Anderson, Robbie Kerr, Hugh Petter, and George Saumarez Smith - bring their specialist knowledge of traditional and classical design to their projects; pioneering the application of local contextual knowledge to the design of new areas.

PROJECT OBJECTIVES

ADAM Architecture first made contact with CBBC in order to seek CBBC's support for a visit to China in October 2018. The key aims of this trip were to promote ADAM Architecture's services and expand its business network in China.

CBBC'S SERVICES AND ACHIEVEMENTS

CBBC helped ADAM Architecture to develop its reputation and network in China using a number of approaches.

To help the company identify potential Chinese clients, CBBC arranged a series of meetings between ADAM Architecture and 13 carefully-selected Chinese property developers, architecture institutes, and government agencies. These meetings were held in October 2018 in various Chinese cities, including Shanghai, Xiamen, Guangzhou, and Shenzhen. CBBC's China team arranged interpreters in each city and accompanied ADAM Architecture to the majority of these meetings.

On 11th October 2018, CBBC organised a successful evening reception on behalf of ADAM Architecture which was attended by 45 guests from the Chinese property development industry. Through this reception, ADAM Architecture was able to introduce itself to a number of Chinese architecture companies and organisations and thereby develop its business networks in China.

ADAM Architecture also sponsored and attended the Shenzhen Architecture Forum, which was organised by CBBC's team, in Shenzhen on 12th October 2018. As one of the keynote speakers, a representative from ADAM Architecture gave a presentation to around 100 Forum attendees and had the opportunity to meet and build connections with members of China's property development industry at the Forum.

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We have had the most brilliant trip [with the help of CBBC]: the organisation was seamless and the doors opened more than could have been expected. There is a lot to follow up on now and we are already making new connections in Shanghai, Hangzhou, and Shenzhen.

Representative, ADAM Architecture”

FOLLOW UP AND NEXT STEPS

CBBC will follow up with ADAM Architecture regarding its future development in China and will offer further support, including information on CBBC's Launchpad services.