

IMAGEMAKERS DESIGN & CONSULTANCY

2011-PRESENT



CBBC CASE STUDY: **MEMBERSHIP**

Established in 1989, and working across China since 2009, Igemakers Design & Consultancy ('Igemakers') is a specialist team of cultural and visitor experience planners and creative concept designers.

The company is working to share its experience and design creativity with the fast-emerging creative and cultural sector in China: partnering with domestic design agencies, development companies and government departments, as well as directly with museums and other cultural attractions.

BACKGROUND

Igemakers has built upon the strong reputation of British design in China to establish itself as a leading international museum exhibition master planning and design agency.

The company is now seeking to further develop its presence in China by supporting a broader spectrum of cultural and tourism projects related to the China market.

To achieve this, Igemakers is developing a creative 'IM umbrella' partnership with leading UK-based creative talents and is working closely with CBBC to capitalise on its already high level of existing market penetration in China.

THE VALUE OF CBBC MEMBERSHIP

A member since 2011, CBBC has assisted Igemakers with various projects over the past decade.

In particular, CBBC has helped Igemakers to identify potential suitable projects in China: providing insights into their funding status and likelihood of success, as well as helping the company to establish useful contacts and relationships via introductions to key representatives within the Chinese government.

CBBC's expertise and on-the-ground presence in China has also helped Igemakers to develop a presence and strategic influence in regions which had previously proved challenging to reach.

OUTCOMES AND NEXT STEPS

Igemakers estimates that its turnover in China has increased by approximately 25% as a result of CBBC's lead generation, guidance and marketing exposure over the duration of its membership.

CBBC will continue to support Igemakers in the future to achieve new gains and successes in the China market.

“ Through their network of influence CBBC has consistently offered us a valuable platform to be able to expand our business profile and activities in China. We have a genuine friend and ally in CBBC, and together we're flying the flag for British creativity in this diverse and fast emerging marketplace which is full of opportunity. ”

Jane Sillifant

CEO Igemakers Design & Consultancy



China-Britain
Business Council
英中貿易協會