



China-Britain  
Business Council  
英中贸易协会

## CBBC MEMBER SUCCESSES & UPDATES (AUGUST-OCTOBER 2021)



### CBBC MEMBER SUCCESSES & UPDATES

CBBC is pleased to celebrate the successes of our member companies with this monthly publication.

It is circulated to CBBC's entire member and stakeholder database that has opted into receiving CBBC's news, as well as through our social media channels.

#### Companies featured this month:



## DEZAN SHIRA & ASSOCIATES

Your Partner for Growth in Asia

**DIAGEO**  
帝亚吉欧



**IHG**  
HOTELS & RESORTS



SnapDragon



China-Britain  
Business Council  
英中贸易协会



**DEZAN SHIRA & ASSOCIATES**

Your Partner for Growth in Asia

### **New Video Series by Dezan Shira & Associates: Complex Made Easy**

Dezan Shira recently launched a new video series called 'Complex Made Easy', where experts, alongside professionals from the UK and Ireland speak about complicated international issues and topics in an easy-to-understand way. Each episode provides viewers with quality information and insights in less than five minutes. Viewers can expect to learn about topics ranging from market entry to IT and legal, finance, and HR.

Read more here: <http://go.dezshira.com/cn/ahzob/complex-made-easy>

# DIAGEO

帝亚吉欧

### **Diageo Announces the Creation of Research and Development Centre in Shanghai**

Diageo, a global leader in the beverages industry, today announced the establishment of a new research and development centre in Shanghai to further its product innovation and development ambitions in China. The state-of-the-art facility - the first of its kind in the beverage alcohol sector in Shanghai - will primarily support the China market and will strengthen Diageo's ability to rapidly innovate and develop premium products that cater to Chinese consumer tastes. Together with the recent opening of the major logistics hub in Shenzhen, this new R&D centre reinforces Diageo's strategic commitment to its business across China.

Read more here: <https://www.webwire.com/ViewPressRel.asp?ald=279149>



### **Gowling WLG Recognised as Leading Firm in MIP "IP Stars" 2021 Copyright, Patent, Trademark, And Transactions Rankings**

Gowling WLG's market-leading Intellectual Property (IP) practices around the world have been distinguished in the 2021 edition of the Managing Intellectual Property (MIP) "IP Stars" Copyright, Patent, Trademark and Transactions firm rankings. Intellectual property teams in Canada, China, Russia, The UAE and the UK are recognised among the top firms globally for copyright and related rights, contentious and prosecution patent and trademark work, and for IP transactions. The rankings continue the firm's



longstanding "IP Stars" success: being consistently featured among the world's top intellectual property firms for over 20 years, since MIP began conducting its global IP survey.

Read more here: <https://gowlingwlg.com/en/news/awards-recognition/2021/mip-ip-stars-2021-rankings/>



### **Meet Vignette Collection™: IHG Hotels & Resorts Launches New Luxury & Lifestyle Collection Brand**

IHG Hotels & Resorts, the group hospitality leader, has announced the Vignette Collection™ as its new Luxury & Lifestyle brand, with hotels in Australia and Thailand the first to join the collection. Among the first hotels to join IHG's Vignette Collection will be Hotel X, a 5-star hotel in the centre of Brisbane, Australia. Independent hotels and small chains joining the collection will gain access to IHG's Rewards loyalty programme, guest reservation systems and procurement savings. The new collection is expected to further fast-track IHG's growth in a market worth more than \$100 billion, and where more than 1.5 million rooms globally are currently independent. Over the next 10 years, IHG expects Vignette Collection to attract more than 100 properties globally.

Read more here: <https://www.ihgplc.com/en/news-and-media/news-releases/2021/meet-vignette-collection-ihg-hotels-and-resorts-launches-new-luxury-and-lifestyle-collection-brand>



**SnapDragon**

### **SnapDragon Confirms a Rise of Seed Funding up to £3m on Technology Development**

SnapDragon Monitoring has concluded a seed funding round bringing the total to just over £3m to help brand owners identify and remove fakes, copycats and online threats. The funding will be used to develop SnapDragon's proprietary technology and AI/ML to further extend capabilities and to continue building the team to help an expanding base of global clients fight fakes and online threats. With fake products contributing over 3.3% to world trade each year, SnapDragon Monitoring's 'Swoop' platform searches for copies and counterfeits of products and brands, so that they can be removed from sale quickly and efficiently using intellectual property to prove originality.

Read more here: <https://snapdragon-ip.com/delighted-to-confirm-new-investment-and-new-executives/>



---

## Do you have a success story to tell?

You may have recently won an award, established a research collaboration, launched a new product / service / initiative / report, opened new offices / routes / properties, or signed an MOU.

Share your news with CBBC's member community and stakeholder network by sending the following details to [Serena.Li@cbbc.org](mailto:Serena.Li@cbbc.org)

- A suitable title and edited summary of your company news up to 200 words
- A public link to a press release on your website
- Your logo in high resolution. Ideally as both a JPEG / PNG

*\*Please note that the text may be subject to minor changes by CBBC's marketing team in line with editorial requirements.*

If you have any further questions, please email [Serena.Li@cbbc.org](mailto:Serena.Li@cbbc.org), and we look forward to celebrating your success stories.