

Monthly Roundup: U.K.-China announcements by government, partners, and other stakeholders

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2015 U.K.-China Year of Cultural Exchange

The U.K. and China's relationship in creative industries is set to reach new heights with the first ever bilateral U.K.-China Year of Cultural Exchange in 2015 and the ground-breaking GREAT Festival of Creativity taking place in Shanghai in early March—events with shared culture, creativity, and commercial success at their heart. Underpinned by a government-to-government agreement set out at the U.K.-China Summit in London earlier this year, the 2015 U.K.-China Year of Cultural Exchange will showcase the very best of U.K. culture in China and Chinese culture in the U.K. The 2015 U.K.-China Year of Cultural Exchange is a unique opportunity to further deepen and strengthen the U.K.'s existing relationship with China across the arts and creative industries and to build on long-standing foundations of mutual respect and appreciation for their long and rich cultural histories. The Year will comprise two 'seasons' of culture—a U.K. season in China in the first half of 2015 and a China season in the U.K. in the second half of 2015. Both will be complemented by a range of other major events, visits, and programmes highlighting U.K.-China relations. One such highpoint will be the GREAT Festival of Creativity in Shanghai, which will bring together Chinese and U.K. leaders of creativity in the fields of innovation, fashion, food and drink, and the arts to inspire and promote collaboration. The theme for the U.K. season in China will be Next Generation



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and will see a carefully curated series of contemporary, adventurous, multi-disciplinary, and innovative works, with digital media at the heart. Ground-breaking digital arts will push creative boundaries, while the launch of a major online arts portal will see audiences actively engaging through a variety of integrated platforms. For more information about the 2015 U.K.-China Year of Cultural Exchange and how you can get involved, please contact nick.marchand@britishcouncil.org.cn.

British Ambassador opens Great campaign-funded exhibition in Chengdu

In November, Sir Sebastian Wood, the British Ambassador to China, visited Chengdu where he met with the



Executive Vice Mayor. Both agreed that Chengdu's rapid urbanisation is increasing demand for the services that the U.K. excels at, including urban planning, architecture, and green building technology. Sir Sebastian opened a GREAT campaign-funded exhibition that showcased some of the cities and companies which have done well in the U.K. in these areas. In addition, the British Consulate-General led a group to Chengdu to present their experiences in sustainable urbanisation. U.K. Trade and Investment (UKTI) and the

Chengdu Tianfu New Zone Administration also signed a Memorandum of Understanding. (November) Read more [here](#).

British Business Awards 2014 held in Beijing

The winners of the British Business Awards 2014 were revealed on 20 November at a gala dinner in Beijing



opened by Sir Sebastian Wood, the British Ambassador to China. Nine companies and individuals collected their accolades in front of some 400 British and Chinese guests from business, government, and the media. The winners are as follows: British Company of the Year—InterContinental Hotels Group (IHG), Alumnus of the Year—Mr. Du Yingzhuo (Khan Wind; alumnus of the University of Cambridge), Best Service—Haskoll, Chinese Investor of the Year—Huawei Technologies U.K., Corporate Social Responsibility—Standard Chartered, Entrepreneur of the

Year—Prime Fitness, GREAT British Product—Hanovia and Koolmill (joint winners), and Sustainability—Atkins. (November) Read more [here](#).

CBBC signs agreement with Chinese Service Centre for Scholarly Exchange

The CBBC signed a Memorandum of Understanding (MOU) with the Chinese Service Centre for Scholarly Exchange (CSCSE), which will help to improve the employability of graduates by fostering entrepreneurship and innovation. The agreement reflects the increasing importance of these skills to universities and businesses in the U.K. and China. Under the MOU, the two organisations will support collaboration between higher education institutions in the U.K. and China to help graduates in both countries.

CBBC and CSCSE intend to establish a platform for businesses, universities, and graduates to meet and cooperate in order to strengthen the links between higher education institutions and employers. (October) Read more [here](#).

Chinese-speaking students to be placed with U.K. companies

U.K. Trade Minister Lord Livingston announced that Chinese-speaking students are to be placed with U.K. companies to help them break into the Chinese market or find new investment. The GREAT Ambassadors scheme is a pilot programme which will be run by U.K. Trade and Investment (UKTI) and the University of Sheffield to provide valuable and cost-effective access to Chinese language, cultural, and business knowledge. China has been chosen as the target market for the pilot as its import demand is expected to dwarf all the other emerging powers, rising by US\$3.4 trillion between 2010 and 2020. China is also expected to invest US\$1.25 trillion overseas in the next decade. China has more students studying in the U.K. than any other overseas group, with more than 70,000 according to the most recent figures. (November) Read more [here](#).

Duke of Cambridge to open GREAT Festival of Creativity in Shanghai

In March 2015, the Duke of Cambridge will travel to Shanghai to open the GREAT Festival of Creativity, which is supporting British businesses looking to secure opportunities and growth in China. The festival will take place from 02-04 March and will demonstrate the best of British creativity and the role it plays in creating competitive advantage in today's world. More than 500 world-leading British companies in innovation, technology, design, film, education, healthcare, and luxury goods will use the festival to reach the Chinese and global business audience to show how British creativity can help their businesses innovate and grow. (November) Read more [here](#).

GREAT British Online Film Festival in China

The British Embassy in Beijing, VisitBritain, and Virgin Atlantic Airways teamed up to launch the inaugural



GREAT British Online Film Festival. The festival brings over 50 top British features and short films to netizens across China, via the video portal, LeTV. Viewers can tune in until 12 December by going to filmisgreat.cn, where they can find full details of the festival and more information about each film. The festival is a showcase of the best of British film, including a range of films that have been previously unavailable for release in China. The line-up includes 36 features curated by the British Film Institute (BFI) and 20 short films programmed

by ShortsTV. A highlight of the festival will be the premiere of the short film, Freeze Frame, produced especially for the 'GREAT Britain on Screen' campaign. Freeze Frame will be released online at the end of November. The festival was officially launched on 08 October at the Residence of British Ambassador Sir Sebastian Wood. The launch was followed by a week of screenings, panel discussions, and networking events in cities across China. Events in Beijing, Guangzhou, Chongqing, and Shenyang promoted

collaboration between China and the U.K. in the film industry and film education. (November) Read more [here](#).

Leading U.K. entrepreneurs to speak at GREAT Festival of Creativity in Shanghai

Leading British entrepreneurs were announced as speakers at what will be one of the largest creative gatherings ever held in China. Kelly Hoppen MBE, Jo Malone MBE, and Sir John Sorrell will all attend the GREAT Festival of Creativity in Shanghai. Scheduled to be held from 02-04 March 2015, the festival will give leading British companies in innovation, technology, design, entertainment, education, healthcare, and luxury the chance to show what they can offer to the Chinese market. Companies in the U.K. can now register to take part in the festival, which will be an opportunity to meet potential trading partners in China and show them how British creativity can help their businesses innovate and grow. The GREAT Festival of Creativity is part of the U.K. government's GREAT Britain Campaign, which aims to generate jobs and growth by promoting Britain as a world-class destination for trade, tourism, investment, and education. It is being delivered in partnership with private sector organisations including CBI members HSBC, BBC Worldwide, Jaguar Land Rover, PwC, British Airways, and De Montfort University. (November) Read more [here](#).

London-Hong Kong Forum convenes for fourth meeting

The London-Hong Kong Forum convened for its fourth meeting on 12 November in London. The Forum was first established in 2012 to promote cooperation on the development of international RMB business. The latest meeting in November was attended by senior representatives from the London and Hong Kong offices of 13 banks and facilitated by Hong Kong Monetary Authority and HM Treasury officials. (November) Read more [here](#).



U.K. Communities Secretary visits China

U.K. Communities Secretary Eric Pickles visited China, where he met with a number of high-profile Chinese businesses, promoting regeneration opportunities across the U.K., with a particular focus on the energy, property, and transport sectors. The U.K. is the most popular destination for Chinese investment in Europe, and a recent report showed that Chinese investors channelled nearly £12 billion into the U.K. economy between 2005 and 2013, with that figure projected to swell to £105 billion by 2025. Mr. Pickles looked to build upon this impressive track record through a series of meetings with key business leaders and by attending a business roundtable hosted by Chinese developer Advanced Business Parks. Mr. Pickles also took the opportunity to showcase the best of the U.K.'s experience in sustainable urban growth, promoting British companies working in this field. British architects, master-planners, engineers, and consultants are already expanding their work in China. U.K. expertise can be found in many iconic projects in the country, from the Bird's Nest National Stadium to the Guangzhou International Finance Centre to Beijing Capital Airport Terminal 3. Mr. Pickles further looked to promote this work by witnessing Atkins sign a strategic cooperation framework agreement with China Communication Construction Company in a new Atkins-designed iconic building in Guangzhou. In addition, Mr. Pickles also met with China's leaders and policymakers to drive forward cooperation on sustainable urbanisation and to highlight the U.K.'s strengths

in green urbanisation, community involvement, and the protection and development of historic buildings. (October) Read more [here](#).

British organisations invited to join U.K. digital health demonstration centre

British organisations are invited to join the U.K. digital health demonstration centre in China from 19-23 January 2015 as it travels to Beijing and Guangzhou. The centre is located in Zhejiang Province, and Healthcare U.K. and U.K. Trade and Investment (UKTI) are building on its success and inviting providers of digital health solutions and services to take part in the centre's next event. Participants will enjoy access to government officials, senior hospital officials, healthcare trade associations, and private companies from the healthcare and information and communications technology sectors. Participation is free, covering space in the demonstration centre, publicity, and support from UKTI China and Healthcare U.K. To enquire about participation, please contact [Madhukar Bose](#). (November) Read more [here](#).



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