



promoting UK Creative Industries for export



BRITISH EUROPEAN DESIGN GROUP
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THE BRITISH EUROPEAN DESIGN GROUP' ACTIVITIES TO DATE IN THE PRC AND ORGANISATIONAL LINKS BEDG IN CHINA

Since 2001 the BEDG has succeeded in building up excellent long-term links and direct collaboration with some of the most important associations, organisations, institutions and companies working in various disciplines of the creative industries both in public and private sectors in the PRC.

Through these partnerships the BEDG has been able to access not only rare co-sponsorship and co-hosting of UKTI funded events in China and the UK but is also able to establish high profile direct contacts for UK companies wishing to start business relations in the PRC.

We are confident that we can rely on our counterparts to provide the required short- and longterm technical and logistical support for any outward mission to the PRC the BEDG is involved in organising.

SPECIALIST KNOWLEDGE OF THE DESIGN SECTOR

The BEDG has been working cross-sector in the creative industries since 1994 and therefore has an extensive understanding, knowledge and contact data base of most of the individual subsectors as well as the industry as a whole.– please see attached BEDG activities to date.

AN UNDERSTANDING OF THE UK TRADE AND INVESTMENT'S TARGETS & OBJECTIVES

The BEDG has been a Sponsor and ATO – Accredited Trade Organiser for UKTI Creative and Media Sector Panel, UKTI Consumer Goods since 1995. The BEDG has also been a Member of Design Partners UKTI since its formation.

The BEDG has completed various international ERMS Reports on individual sectors of the creative industries since 1990 as well as scoping missions.

The BEDG is fully conversant with the UKTI targets and objectives and is – through its membership in Design Partners UKTI – part of a DTI advisory group.

EVENT MANAGEMENT AND LEADERSHIP

The BEDG has successfully organised DTI/BTI/Desk/TradePartners/UKTI/FCO funded exhibitions, seminars, outward mission, inward missions and entire campaigns since 1995 involving cross-sector exposure.

PREVIOUS RECRUITMENT EXPERIENCE OF SUITABLE UK AND/OR OVERSEAS COMPANIES TO SUPPORTED EVENTS

The BEDG was the best ATO in 2002/03 selected out of more than one hundred Accredited Trade Organisers in the UK.

The BEDG has provided individual success stories for UKTI to the effect that BEDG participants have been selected for official international advertising campaigns such as the recent UKTI Creative Industries Export Campaign.

The BEDG also initiates, curates and organises its own major international and national exhibitions and has worked as an advisor and consultant to some of the largest exhibition organisers in the world as well as various other international and bi-lateral government and non-government organisations.

The BEDG brings one of the highest new to market/new to export ratios to the UKTI funded events it organises as an ATO.

The BEDG has been the FIRST organisation that has organised regional contingents cross sector creative industries

ORGANISATION OF EVENT LOGISTICS, INCL. TRAVEL, ACCOMMODATION AND LOCATIONS

The BEDG has successfully organised a vast number of different events in many parts of the world requiring complex logistics with regard to preparations, shipping, insurance and travel logistics, setting-up and dismantling organisation, lending agreements, participants technical and practical support prior, during and after the events, negotiations with local organisers, museums, organisations and institutions as well as promotional campaigns and special exhibitions, curated exhibitions, conferences, seminars, scoping missions and market research.

PROVISION OF SPECIALIST SPEAKERS, INDUSTRY REPRESENTATIVES AND CONSULTANTS

The BEDG has a proven track record of high level contacts and credibility in the creative industries and can access some of the best specialists in the individual sectors through its own network of associates.

MARKETING OF EVENTS AND OPPORTUNITIES

The BEDG has initiated and organised some of the most successful campaigns and trade and other events from a publicity and promotional point of view.

Post event evaluation, analysis and follow up
The BEDG



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BEDG CHINA ACTIVITIES 2002 – 2006

2002 First China International Design Festival & Forum CIDF

15 – 17th November 2002
Design & City Life
Qingdao, PRC

Exhibition: Qingdao International Exhibition Centre
Conference: Qingdao Badaguan Hotel

UK Participants Exhibition:

Ara-Cho – Product/Industrial Design
Architecture Foundation
Edward Hutchinson Landscape Architects – Landscape Architecture
Inflate Ltd. – Product/Industrial Design
Johnson Banks – Branding
LCI Laser Creations International – Event Design
MarksBarfield – Architecture
Michael Harris Designs – Exhibition Design
PriestmanGoode – Product/Industrial Design
RCA Royal College of Art – Helen Hamlyn Research Association
Stylorouge – Entertainment Industries
Theatre Projects Consultants – Consultancy
Totem Design UK – Product/Industrial Design
Virgin Records – Entertainment Industries
Wilson Design Productss – Product/Industrial Design

UK Participants Conference:

Product Design and Branding Communications Speakers Forum

Ben Wilson – Wilson Design Products/Royal College of Art/Helen Hamlyn Research Foundation
David Blagbrough – Strategy Planner Creative Industries
Karin-Beate Phillips – Branding with Creativity
Paul Priestman – PriestmanGoode

Architecture and Urban Living

MarksBarfield – Frank Anatole

2003 Victoria House Conference

15 – 22 October
Victoria House, London

Meeting the Urban Challenge – The Future of Humane Architecture and

Design

Hosted/Funded by
CBDA – China Building and Decoration Association
Garbe Group UK
British European Design Group
Supported by Design Partners UKTI with £1.200 for leaflet

UK Participants

Alma Home
Alsop Architects/
Arup Architects
Architecture Foundation
Avery Associates
Edward Hutchinson Landscape Architects
MarksBarfield Architects
BIDA-British Interior Design Association
CHelsea Harbour Design Centre
Spice & Co.
Theatre Projects Consultants
Garbe UK/PriestmanGoode
JHP-John Herbert Partnership
Urban Space Management
Richard Burdett-LSE Lord Mayor's Office

Tim Stephens Photography
Wordsearch Communications/

Chinese Participants

Ma Tingui President CBDA China Building and Decoration Association/
Zhu Xibin Chairman Beijing Chapter CBDA
Fan Shuling (Ms) Associate Professor Director of International Affairs CBDA
Wan Guohua CEO Quangdong BD Engineering Co Ltd.
Han Li President Assistant CEO Quangdong BD
Cao Jingzian Vice President Quangdong BD
Liu Xueshu CEO Heilongjiang Quangdong Co Ltd.
Chen Song Art Director Heilongjiang Quangdong Co Ltd.
Wang Jie Vice President Suzhou Golden Mantis Interior Design Company
Chen Li Shanghai Xinli Interior Design Company
Lin Shaoli (Ms) President Assistant Quangdong BD Engineering Ltd.
Li Yinong President Hunan BD Engineering Company
Li Zhong Senior Architect Hunan BD Engineering Company
Liang Ming President Shenzhen Jinye Curtain Wall Company
Mao Rongzhu (Mrs) Art Director Shanghai Xinli Interior Design Company
Mr. Heyong President Sichuan Hengdi BD Co. Ltd/
Wang Ye President Guangdong BD Engineering Co.
Yu Quolin (Mrs) Vice President Guangdong BD Engineering Co.
Liu Jianye President Assistant Beijing Wangijing Ontime Hong Furnishings
Tian Houchun President Shanghai Oriental Interior Design Co. Ltd

2004 The Olympic Games 2008 Souvenir Design Project

Qingdao/London
24-28 July
Chinese financed

UK Participants

MarksBarfield – Frank Anatole/Peggy Chan
Tom Dixon Studio – David Begg
Inflate Design Ltd. – Nick Crosbie
JohnsonBanks – Michael Johnson
PriestmanGoode – Paul Priestman

Chinese Participants

Black Ant Advertising/Qingdao Advertising Association – Mr. Shan Gao President
QIDA Qingdao Industrial Design Association – Mrs. Qu Weili
QTV Qingdao Television – Mrs. Huang Yuan

2004 Branding a Nation through the Power of Creativity

23 – 28 November
Qingdao
UKTI Funded
Co-hosted by Qingdao Industrial Design Association/Qingdao Advertising Association

UK Participants

Branding a Nation through the Power of Creativity
Beijing
28-29 November
Co-hosted by Beijing Taihe Stone Advertising Agency and CBDA China Building and Decoration Association

UK Participants

Inflate Design Ltd-Nick Crosbie/Multimedia Innovation-Martin Dupras/Miranda Arts-Paul Smith/Tim Stephens Multimedia/MarksBarfield-Ralph Parker/Sabatoge Design – Thomas Keen

2005 CBD 2005 Guangzhou China Building Decoration Fair

3-7 July
Guangzhou International Convention and Exhibition Center

UK Participants

Timorous Beasties, Innermost, Loop House, E+M Glass, Margaret Burke Glass Artist
UKTI Funded

2005 China Inward Mission London

19 – 24 September

UKTI Creative + Media/UKTI Education funded)

Co-funded by Chinese participants

CHINESE DELEGATES

<i>Professor Xu Pin</i>	<i>Dean Product Design CA&Ti Central Academy of Technology and Industry, Beijing</i>
<i>Professor Xiao Yong</i>	<i>Head of Graphic Design Department CAFA Academy of Fine Art, Beijing</i>
<i>Hao Wensheng</i>	<i>Head Industry Design Department Qingdao University of Science & Technology</i>
<i>Wei Guang</i>	<i>Senior Interior Designer, CEO Guoguang Building Decoration Co. Ltd</i>
<i>Chen Hui</i>	<i>Senior Interior Designer, CEO Beijing Dongyi Risheng Interior Design Co. Ltd</i>
<i>Yu Tao</i>	<i>Senior Interior Designer, Director of Design Beijing Yezhifeng Interior Design Co. Ltd.</i>
<i>Gao Gang</i>	<i>Senior Architect RIBA, CEO Shenzhen Overseas Building Decoration Group</i>
<i>Song Kejin (Ms)</i>	<i>Deputy General Manager Guangzhou Pearl Building, Decoration & Engineering Company</i>
<i>Chen Wenjie</i>	<i>Project Manager Guangzhou Pearl Building Decoration & Engineering Company</i>
<i>Song Dong</i>	<i>Senior Architect, CEO Beijing Diaoyutai Building Decoration Co. Ltd.</i>
<i>Fang Zhen</i>	<i>Senior Architect, Vice Secretary General CBDA – China Building and Decoration Association</i>
<i>Fan Shuling (Ms)</i>	<i>Associate Professor Director of International Affairs CBDA</i>
<i>Huang Xuefeng</i>	<i>Head of Qingdao Municipal Economic and Trade Committee Technology and Innovation Centre</i>
<i>Li Shengqiang</i>	<i>Director of Overseas Design Department Industrial Design Centre Haier Group</i>
<i>Gao Min</i>	<i>Deputy General Director Industry Design Centre Hisense Group</i>
<i>Kuan Chun-po</i>	<i>Chairman ZUKI Industrial Design, TLX Group</i>
<i>Gao Shan</i>	<i>Creative Director Black Ants Advertising Company, Qingdao</i>
<i>Wang Haining</i>	<i>Vice Secretary General Qingdao Industrial Design Association</i>

UK Participants

Allyson McDermott
Dante Vanoli
Tom Dixon-David Begg
DickPowell
Ross Lovegrove
Paul Priestman
Peter Tennet
Marcello Minale
Lucy Musgrave
Eric Reynolds
Robert Sprung
Richard Doone
Michael Lynch and Ian Blackburn
Matthew Kennedy Martin
Michael Hockney, Ami Nielsen
Frank Peters
Jonathan Butters
Judith Woodward
Wendy Wyatt
Dr. Julian Bridge, Julian Rodriguez, Tim Stephens
Joanne Burks, Chris Peters, Marilyn McMenemy,
Debi Hayes, Alan Sekers, Angus Carlyle,
John Stephens, Linda Drew, Helen Hopkins,
Annette Bellwood

Martin Hawthorthwaite, Julian Reed
David Marks, Julia Barfield
Donna Loveday
Nazneen Schmittzehe
John Frazer, Jonathan Knight
Matt Round
David Goodwin
John Nash
Michael Johnson
Yintong Betzer
Louise Yau

Allyson McDermott Conservation
Dante Vanoli Architects
Dixon Studio
Seymour Powell-Dick Powell
Lovegrove Studio
PriestmanGoode
The Factory
Minale Tatersfield
General Public Agency
Urban Space Management
Sprunt Architects
Conran & Partners
Southbank Centre
Design Council
D&AD
Chartered Society of Designers
JAB Design
Mayor's Office
London Development Agency

London College of Communication, University of the
Arts London
Hotel Design Inc.
Marks Barfield Architects
Design Museum
BIFFRA
Frazer Design
Tangerine
Goodwin Design
Nash Design
Johnson Banks
Active Anglo-China Communications
University of the Arts London

India Delegation part time**Foreign Office**

2005 IAID – INTERNATIONAL ARCHITECTURE AND INTERIOR DESIGN SUMMIT

Beijing 21 – 23 October
Tsinghua University
CBDA – China Building and Decoration Association

UK Participants

Karin-Beate Phillips
Official Guest Speaker Opening Ceremony
Tim Stephens/Allyson McDermott – Restoration, Conservation, Preservation

Exhibition:
Restoration/Conservation/Preservation Projects in the UK
Tim Stephens Photography/Allyson McDermott Projects

2005 HONGKONG INTERNATIONAL LIGHTING FAIR

26-29 October
UKTI funded

UK Participants

Ali Siahvoshi
Blaize Innovations
Rosetta Cassini
Lisa Cheung
Rock Galpin
Tom Kirk Lighting Design
MyFLoatingWorld
John Wischhusen
Finn Stone
Dominique Zawisza

2006 China March Seminars Creative Dialogues

Specialist Interior Architecture and Design
Branding Identities
Beijing/Shanghai
Co-hosted and co-funded by
CAFA Central Academy of Art and Technology
CBDA China Building and Decoration Association and Tsinghua University
Copland Shanghai Designers Club
UKTI funded

UK Participants

Specialist Interior Architecture and Design
Allyson McDermott Conservation – Allyson McDermott
Southbank Centre – Ian Blackburn
Sprunt Architects – Robert Sprunt
Jestico & Whiles Architects – John Whiles
JHP John Herbert Partnership – Austin McGinley
MCART – Debbie Mules
HotelDesignInc. – Martin Hawthornthwaite, Julian Reed

Branding, Product, Industrial and Graphic Design
Active – Anglo-China Communications – Yintong Betzer
LCC London College of Communication University of the Arts London – Julian Rodriguez
Design&Art Direction – Michael Hockney
Minale Tatersfield – Marcello Minale
Tangerine – Matt Round
RCA – Richard Doust
Brunel University – Sue Broadhurst
Miranda Arts – Paul Smith
Multiadaptor – Ben Brookhouse/Andy West

2006 HONG KONG INTERNATIONAL LIGHTING FAIR

Hong Kong, October 26 – 30 2006

Lighting Design, Design Consultancy Services, Sourcing

Participants

Andrew Lang Product Design

Carl Harrison Design

David Curtis

Duffy London

FormFollows

Rock Galpin Ltd.

Sibir Design

BEDG/UKTI Organiser's Stand – Studio Make Light

2006 SHENZHEN SEMINARS/PRESENTATIONS CREATIVE INDUSTRIES

1. Specialist Interior Architecture and Design

2. Product/Industrial Design & Branding

Shenzhen, October 31 – 03 November 2006

Participants:

1. Robert Sprunt

2. Michael Vale

3. Anthony Parsons

4. Mark Humphrey

5. Ben Wilson

6. Ian Ferris

7. Roger Carr

Joining in from Hong Kong at their own expense:

1. Rock Galpin

2. Simon Birkhead

3. Andrew Lang