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# **Creative Industries Information Pack**

## 2021/22

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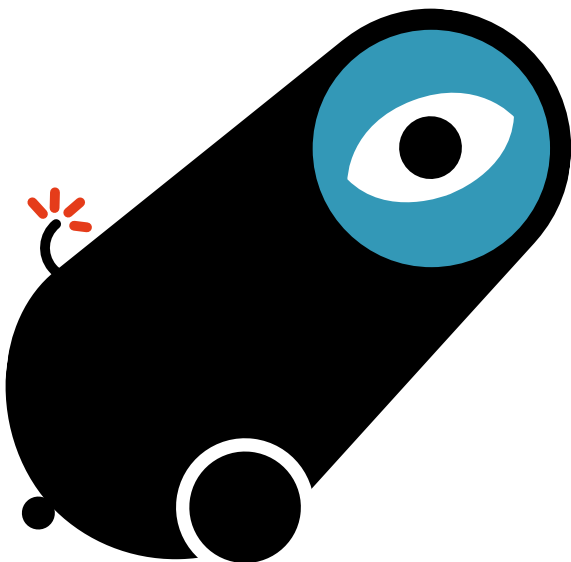


## **Welcome all Creative Industries!**

On 26 August 2021, the British Chamber of Commerce Shanghai launched a new Creative Industries community in Shanghai.

Organised by the **Creative Industries & Marketing Committee**, this is Shanghai's first united platform from which international creative businesses can advocate, share knowledge, and collaborate together.

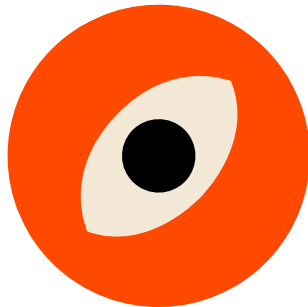
This information pack provides you with details of this new initiative and more importantly, how you can join as a member.



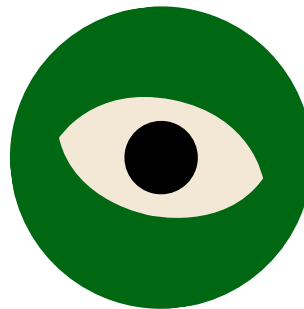
## Who are our Creative Industries?

Creative Industries includes a diverse range of international creative firms — from large to small, from niche to multi-disciplinary. Despite our unique differences, we are a collective of ‘creatives’ who are empowered to share intelligence and become influential advocates on the issues that matter most to our community. Our Creative Industries include:

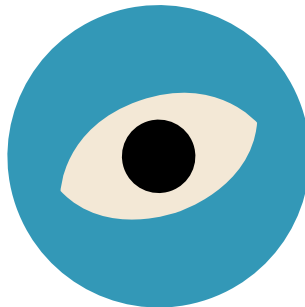
**Advertising,  
Marketing, PR  
& Publishing**



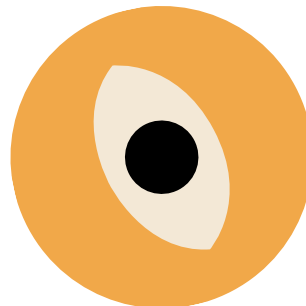
**Design** (Branding,  
Packaging, Furniture,  
Product, Fashion, Digital)



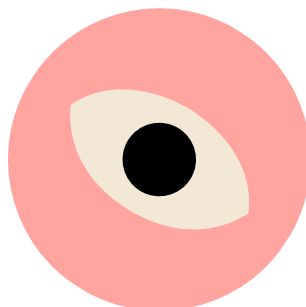
**Architectural &  
Experiential**  
(Exterior, Interior,  
Landscape, Spatial)



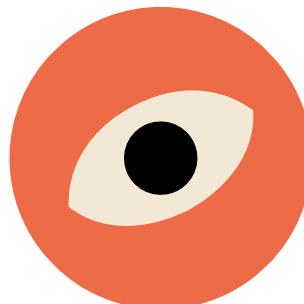
**Film, Video,  
Animation &  
Gaming**



**Fine Art,  
Photography,  
Print, Craft,  
Museums &  
Galleries**



**Music, Theatre &  
Performing Arts**



## Why do we need a Creative Industries community?

Our purpose is to enable international creative industries of all sizes to maximise the impact of their work in China. We do this as a united and influential force — advocating for fairer market conditions, delivering essential industry knowledge, mentoring and training businesses, and enabling the best creative talent to enter our firms.

As a member company, you can utilise this platform in any number of ways suited to your size or discipline:

- Speak at our many **Knowledge Exchange** events to share your expertise and increase the profile of your firm and its people
- Influence our **Advocacy** work contributing to the Chamber's annual 'Position Paper' and 'Sentiment Surveys'
- Be part of our new Creative Industries Index, a directory of our international creative firms
- Publish strategic research reports to promote your specialism further
- Participate in an insightful **Live Lounge Podcast** about pressing issues such as "Pricing Creativity" or "Killing the Pitch"
- Celebrate your industry awards amongst the wider community
- Collaborate with other CI members for social impact initiatives in China
- Recruit the best returning talent from the UK's best creative colleges plus so much more!





## Why BritCham Shanghai?

From our British roots, we recognise the hugely important role that Creative Industries plays in growing local economies. As a non-profit, member-led organisation, BritCham Shanghai provides the necessary framework from which to deliver real value to its members — through **Advocacy**, **Knowledge** and **Community** activities.

### Advocacy

As a community of international creative firms, BritCham provides us with a stronger voice from which to advocate. From influencing market entry regulations, to fairer rules of engagement — we support creative firms so that they may perform at their best in China.

### Knowledge

Panel discussions, debates, roundtables and presentations are all highly valued platforms from which to learn and share knowledge. Additionally, our training and mentorship programmes offers new blood a chance to advance their creative careers.

### Community

From live social events and creative collaborations, to launching exhibitions and viewing film nights, our community activities is where trusted friendships are made.

### A strong support network

BritCham's wider business community of members includes some of the best legal, financial and professional service firms in China. All of these members form part of a strong support network there to help you with business growth, legal challenges, accountancy or HR matters.

## How does it all happen?

At the heart of our Creative Industries community is a hard-working Committee of people who, despite having busy professional lives, are all dedicated to this initiative. The newly expanded **Creative Industries & Marketing Committee** is made up of a leadership team, two Ex-Officio members plus additional sub-committee Members.

### Co-Chairs

**Kirsten Johnston** – Founder & CEO, JWDC

**Matt Mitchener** – Head of Marketing, China, St James's Place

### Vice Chair

**Kathy Lou** – Head of Marketing Asia, Hays

### Ex-Officio Members

**Fran Fu** – Head of Creative Industries East China, DIT

**Gill Caldicott** – Director East China, British Council

### Sub-Committee Members

**Janet Jiang** – Director of Marketing, BritCham Shanghai

**Oliver Pearce** – Business Development Director, Hill+Knowlton Strategies

**Steven Proud** – Global Head of Marketing, Brandigo

**Richard Seymore** – Regional Director, Trade and Investment, China, Invest Northern Ireland

**Nick Miao** – Sales & Marketing Manager, HI-COM

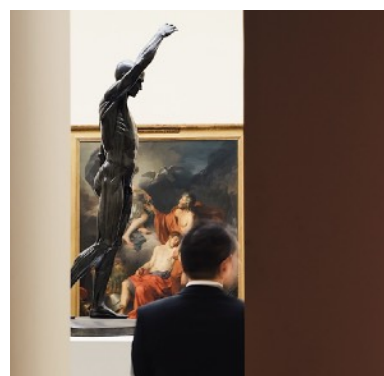
We need more creative leaders (like you) to join us at the **Creative Industries & Marketing Committee** table and to bring great ideas and content. If you would like to join then please contact us or [click here to visit our Committee webpage](#). But don't forget, your company will need to be a paid-up BritCham member first in order to apply!

## Our amazing partnerships

BritCham has a wealth of strong partnerships in China and the UK directly benefitting our Creative Industries members. These partnerships provide us with a rich pool of resource ordinarily unattainable including access to educational institutions producing some of the world's best creative talent — hooray!



Department for  
International Trade  
国际贸易部

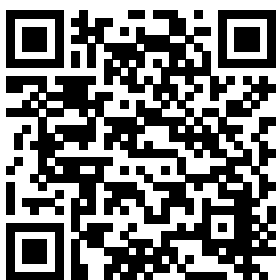


## Become a member

Our memberships are held by companies — not individuals. Which is great because as a company member, your staff can benefit from the events and activities that we organise as well as enjoy the member discounts. Your annual membership fee enables BritCham to function at a professional level and provide essential personnel and facilities for all of its events. Remember that BritCham is a non-profit organisation, so all the funds received are put back directly into membership activity.

**Does your firm need to be British to join?** No, the criteria for membership is simple. You need to be a foreign-owned company with a business license to operate in China (JV, WFOE or Rep Office). When you join BritCham, you are amongst people of all nationalities (not unlike Britain really), who have a passion for growing their business in this dynamic market.


**Joining is easy.** Simply contact our Membership Manager, **Ira Wang** at [ira.wang@britishchambershanghai.cn](mailto:ira.wang@britishchambershanghai.cn), [click this link](#) or scan the QR code to below learn more about memberships.



Join here!



## Membership fees

	Platinum Member	Company Member	Small Enterprise Member	Start-Up Member
	RMB 47,276 per year	RMB 16,165 per year	RMB 5,194 per year	RMB 2,500 per year
Access to all in-person events at discounted member prices	✓	✓	✓	✓
Access to online <i>Member Directory</i> and full events listing	✓	✓	✓	✓
Access to <i>The Paper Trail</i> insights and document archive	✓	✓	✓	✓
Access to member privileges and discount promotions	✓	✓	✓	✓
Access to live webinars and online events	✓	✓	✓	✓
Dedicated page in the online <i>Member Directory</i>	✓	✓	✓	✓
Member news, job and events posted weekly online	✓	✓	✓	✓
Feature in the <i>Winners &amp; Leaders</i> member promotion	✓	✓	✓	✓
Annual access to staff skills training credits*	✓	✓	✓	
Voting rights and application for Executive Committee	✓	✓	✓	
Exclusive access to CEO roundtables and 1915 Dinner	✓	✓		
Extra promotional video and ad space in <i>Member Directory</i>	✓			
Five second showreel sponsor opportunity for online events	✓			
Full brand exposure online and at in-person events	✓			
Four free advertising banners per year on weekly news postings	✓			
Four free WeChat advertising promotions	✓			
Discounted sponsorship rates for all <i>Great British Events</i>	✓			
Exclusive access to local governmental outreach meetings	✓			
Priority access to UK Governmental visits	✓			

**Note:** A Small Enterprise Member must be a foreign company with fewer than 50 employees worldwide OR an annual global turnover not exceeding £7 million. Start-up Members must be within the first two years of their inception to qualify.

## Testimonials



The BritCham Creative Industries community has given **Immersive** the opportunity to meet a diverse group of experts who we admire and have lots to learn from. Our process is based on creative collaborations with specialists in their field, and through this community we have had the opportunity to widen our circle of potential partners. We are also very keen to let the design community know that Immersive is now based in Shanghai full-time, so this is an excellent forum to spread the good word.

– **John Munro**

Founder, CEO & Chief Creative Officer, Immersive



**Campfire** has been members of BritCham Shanghai for 2 years and already we have benefitted in many ways. From introductions to like-minded creatives at Shanghai meet-ups, to invitations to talk and showcase our work at Creative events. We look forward to more Creative companies joining!

– **Yu Kung & Crystal Liu**

Director/Producer, Campfire Creative Productions



Being a member of BritCham Shanghai has been a fantastic way for **JWDK** to expand its creative network. As an international brand design firm (with mainly Chinese clients), we benefit from the dynamic mix of people and companies with whom we can collaborate and gain trusted market knowledge.

– **Kirsten Johnston**

Founder & CEO, JWDK



**iStage** has been BritCham member since it started in 2016. Over the years, it's been a great experience to get actively involved in various events provided by the Chamber. The platform not only shares useful information and up-to-date policies, but is also a key connection between the government and the members. I am confident that being part of CI community will be an amazing journey with the Chamber!

– **Penny Jin**

Founder and Managing Director, iStage Academy

## *Our legacy continues*

The **British Chamber of Commerce Shanghai** was the first foreign Chamber to open in China in 1915 as the First World War was escalating. 10 British firms gathered to discuss how best to protect British interests during those uncertainty times and within a week the British Chamber of Commerce Shanghai was established. And now, over 100 years later, as the world experiences more uncertainty with the spread of Covid-19, our BritCham story begins a new chapter.

In 2020, we launched a new brand and repositioned our Chamber to make it more relevant, more diverse and more inclusive than ever before. We also have embraced companies in new, fast-growing markets such as **Technology & Innovation** as well as the **Creative Industries**. Being true to our British roots, we like to be the first-movers in China through our work in **Advocacy, Knowledge** and **Community** activities.

Why not join us? Let's connect and you will be made welcome!



[britishchambershanghai.cn](http://britishchambershanghai.cn)

**Membership:** [ira.wang@britishchambershanghai.cn](mailto:ira.wang@britishchambershanghai.cn)