

# Best Emerging Talent Festival

15 September  
2022

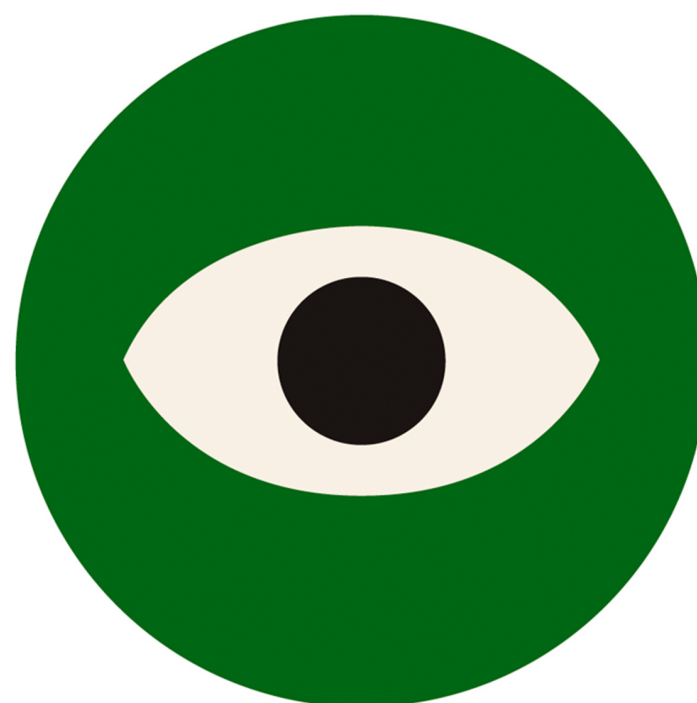


Design &  
Advertising  
Graduates

International  
Agencies in  
China

Online Exhibition  
Panel discussion  
Interviews

Thursday  
15 September  
2022



# Invitation



The British Chamber of Commerce Shanghai (BritCham Shanghai) invites you to join the inaugural **Best Emerging Talent (BET) Festival** on 15 September 2022.

Designed to introduce returning Chinese graduates from the UK's best Design and Advertising degree courses to China's top international agencies, this festival promises to celebrate the UK's emerging creative talent and help fresh graduates to launch their creative careers in China.



The **BET Festival** is a ticketed event hosted online by the Creative Industries & Marketing Committee (CIM) of BritCham Shanghai. The event aims to benefit the international creative agencies seeking fresh talent, UK universities and colleges delivering top graduates, as well as the returning graduates themselves.

**For Agencies:** All graduates are pre-screened for the festival and will present their work via our online platform. You will have access to the student presentations a few days before the 15 September event with exclusive early access given to BritCham member agencies.

**For UK Universities:** Your returning Chinese graduates will have the opportunity to meet and present their work to the best selection of international agencies operating in China. Your University or College will also gain exposure to students and industry members in China.

**For Graduates:** Design and Advertising graduates returning to China will be connected with the best selection of agencies in China. The festival aims to boost your early career opportunities as well as share industry advice and experience from past graduates.





**BritCham Shanghai's Creative Industries and Marketing Committee** represents a powerful network of international creative organisations who operate in China.

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.

Download our [Creative Industries & Marketing Directory 2022](#) to see the full list of firms in our community.



# Be part of it!

Should you be interested in participating in the BET Festival 2022 whether you're a returning graduate, UK University or creative industry employer, please reserve your seat for the September event by emailing to [eloise.zhang@britishchambershanghai.cn](mailto:eloise.zhang@britishchambershanghai.cn) indicating your name, organisation, and contact details.

We will be reaching out to you with more details of the Best Emerging Talent Festival soon including sponsorship opportunity.

## **UK university partnerships**

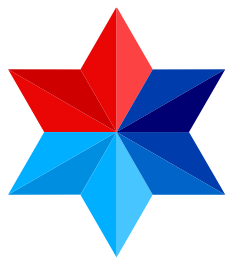
- The University of Edinburgh
- The University of Glasgow
- Loughborough University London
- The University of Southampton
- More to come!

## **International creative agency partnerships:**

- JWDK
- JKR
- Cowan
- Brandigo

Plus other International Creative organisations from our CIM Directory 2022

For further details of the CIM committee please visit <https://www.britishchambershanghai.cn/committees/marketing>.



# British Chamber of Commerce Shanghai



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

