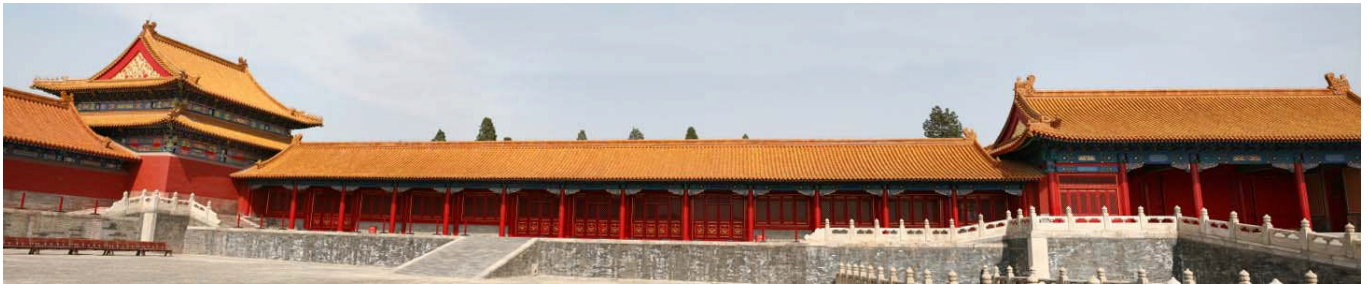


UK BUSINESS TO BENEFIT FROM COLLABORATION WITH CHINESE DESIGNERS



With booming trade between UK and China, exporting OEMs from both regions will need product designers with up-to-date, local experience of these markets. And as China follows up its strength in manufacturing with a growing creative expertise, designers who collaborate across continents will be in the best position to help clients with global ambitions.

Cheshire based product designer Matthew Link has already taken advantage of this opportunity, by forming a cross-cultural design team that co-operates between the UK and China, sharing skills, experiences, influences, and even clients.

For Matthew, the time is right for joining forces with his Chinese counterparts. "The country now boasts many professional world-class product design consultancies," he says. "Creative talent and regional success is giving them increasing confidence to export their services to the west, and rather than burying my head in the sand, I've decided to embrace this change by working in partnership with them - on projects where it's appropriate for my clients."

Until recently, one possible drawback of such a move would have been China's reputation for copying designs. But Chinese companies and their government now see the economic benefits of working to professional international business standards, with remarkable achievements in the revision and improvement of their IPR laws now widely acknowledged by international observers.

Setting up an international team

After a year long search for best-fit partners, Matthew has now joined forces with a talented Beijing based product design consultancy. Impressed with their previous work for clients such as Samsung, LG, Lenovo and Danfoss, he visited all their suppliers and tested them on several live projects before agreeing the partnership. Working as **uk:chinalink**, the team is now ready to offer a versatile, highly innovative, product design and manufacture service to clients in Europe, Asia and beyond.

"Together we have an amazing team of around 30 qualified people," says Matthew, "including product, graphic and web designers, electronic, mechanical and software engineers, and project managers. This diversity means we can handle even the most complex projects, quickly and professionally - and lower costs are an added benefit."

"This is a creative partnership where we all contribute equally, and bring our broad range of expertise and experience to the task"

One of the main advantages to UK clients is the team's strategic location in the world's major manufacturing region. Not only does this mean they have in-depth experience of designing for Asian manufacturing methods, it also makes it easy to control quality and costs throughout production.

Projects will benefit from Matthew Link's western design perspective, and he continues to be intimately involved at every stage of the process. "This is a creative partnership where we all contribute equally, and bring our broad range of expertise and experience to the task. It's a multi-skilled international design team, which really works to the benefit of all our clients, no matter where they are."

Designed for Export - creating global demand

For UK clients wanting to break into lucrative Asian markets, **uk:chinalink** has developed **Designed for Export** - a cross-cultural design service, which helps maximise a product's success overseas by adjusting or redesigning it to appeal to the foreign audience.

Rapid Prototyping - modelled on China

As well as the product design and manufacture service, **uk:chinalink** also now welcomes **Beijing Rapid Prototyping** to the partnership. Matthew Link will handle all its UK business, targeting OEMs, designers, engineers, architects and even students, who will benefit from the affordability of this new service.

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