

British Showcase for service providers under the media spotlight at CIFTIS 2014

BRITCHAM / CBBC

The British Showcase at CIFTIS 2014, hosted by CBBC, UKTI and Propeller TV, is running for the duration of the exhibition to give the most comprehensive demonstration yet of UK-China cooperation in creativity and innovation.

Altogether 27 companies are participating. We would especially like to thank our sponsors, Advanced Business Park (ABP), British Airways and Propeller TV.



CBBC Chief Executive Stephen Phillips under the spotlight at the British Showcase

The opening day of CIFTIS - the [China International Fair for Trade in Services](#) - was attended by Vice-Premier Wang Yang and Vince Cable MP, Secretary of State for Business, Skills and Innovation. The British Showcase attracted widespread press attention.

CBBC Chief Executive Stephen Phillips and Executive Director Mike Dethick gave interviews to media, including partners Propeller TV as well as CCTV and Phoenix TV. China Daily and Xinhua News also reported on the British Showcase. [Read the China Daily report here.](#)



CBBC Executive Director Mike Dethick talks to Propeller TV

The China-Britain Business Council, UK Trade & Investment and Propeller TV are cooperating on the UK-China Partnership in Creativity & Innovation to showcase the British companies and organisations that provide services of various kinds in China.



Sponsors ABP, British Airways and Propeller TV at the British Showcase

The British Showcase included "UK Hour", in which UK service companies were allocated an hour each to present their strengths. ABP, British Airways, The Morgan Motor Company and Leeds Metropolitan University presented their activities and took questions from the audience on their use of creative ideas and innovative technology.



British companies presenting their expertise in "UK Hour"

On Saturday 31 May, BritCham, CBBC, UKTI and Propeller TV will also host a seminar at CIFTIS on "[British Creativity and Innovation at Work Every Day in China and Beyond](#)", to demonstrate the power of British creativity, design in services and problem-solving skills ([view details here](#)).



Stephen Phillips with Xu Weiping, Chairman of Royal Albert Dock investor ABP

The British Showcase was also pictured on CCTV's flagship 7 o'clock news programme, Xinwen Lianbo, on 28 May ([see link here at 16 minutes](#)).



The UK-China Partnership in Creativity & Innovation is running for the duration of [CIFTIS 2014](#), until Sunday 1 June, at the National Convention Centre, Beijing.

<http://www.britishchamber.cn/content/british-showcase-service-providers-under-media-spotlight-ciftis-2014>