

"I think what British people will be looking to see is whether we can build a strategic relationship with one of the biggest countries in the world, a country that is moving forward very fast, and at the same time be sensitive to the needs of people in the economic and social development of China."

— Prime Minister  
Gordon Brown

## Foreword

China is a country of huge importance to the United Kingdom. The UK and Chinese Governments are committed to strengthening this strategic relationship. Both governments are working together to address a range of areas, including global climate change and development.

Both countries are facing new global challenges. The recent financial crisis has transformed the global economic landscape. The UK and Chinese Governments agree that the two trends of globalisation and technological change are reshaping the world. In the economic sector, both the UK and Chinese Governments are working together to develop strategies for the future through

Education also operates in a global market and across borders. For some time, the UK and Chinese Governments have acknowledged the value of partnership by working together in education, science and research and cultural exchange. Both countries agree that the two trends of globalisation and technological change are reshaping the world. In the economic sector, both the UK and Chinese Governments are working together to develop strategies for the future through

UK-China  
Partners in Education  
中英教育合作伙伴

Department for  
Innovation,  
Universities &  
Skills

## Sino-UK Education Partnership

### The ask

How to leverage a raging success? The UK and China, who through a multitude of programmes had developed a bountiful relationship in education at all levels, decided to consolidate their initiatives under one banner – the Sino-UK Education Partnership. Charged with a broad remit – to further benefit the entire spectrum of educational delivery whilst promoting a framework to foster stronger business links and to open doors in new markets – this was a special relationship in need of something special.

### The task

Faced with a massively complex target mix, we kept two words front-of-mind – coherence and professionalism. Our work had to be flexible and portray a common theme. We parlayed our new visual identity into a brochure with a back cover pocket for interchangeable case studies, ensuring longevity and relevance to all markets. This cost-effective solution meant digital inserts only needed to be produced as and when required. Unabashedly Chinese in feel, with dual-language headlines, whilst representing UK stakeholder needs, this struck the perfect balance vital to encourage universities and business to develop partnerships, joint delivery and shared research projects.

### The proof

The brochure has been taken up at all levels, being used by government departments and ministries of both nations, and educational institutions large and small. Our client reported that, at its exhibition debut in China, it was the most popular drawcard at the stand. We've since been asked to design exhibition banner stands and are now working on a complete dual-language version, an earlier suggestion of ours.

**bentley  
holland**