



Privacy Settings



We use cookies to optimize our website and our service.

- Functional
- Statistics
- Marketing

COUNTRIES CHINA UNITED KINGDOM

THEMES CREATIVE INDUSTRIES ECONOMY AND SOCIETY

> DISCIPLINE **NEW MEDIA**

Save

Functional only

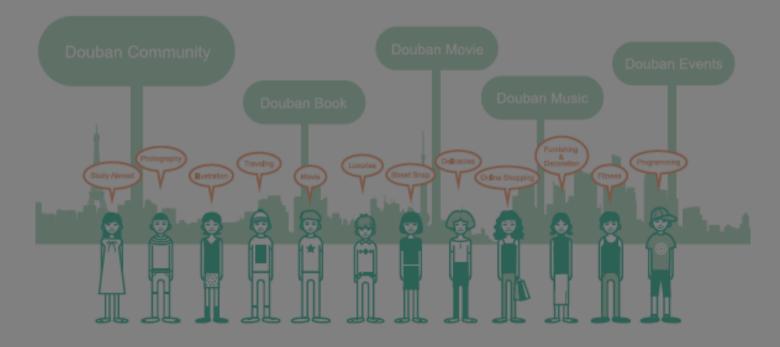
Accept all

Chinese

social networks | publication

Nesta...

Hasan Bakhshi and Philippe Schneider June 2012







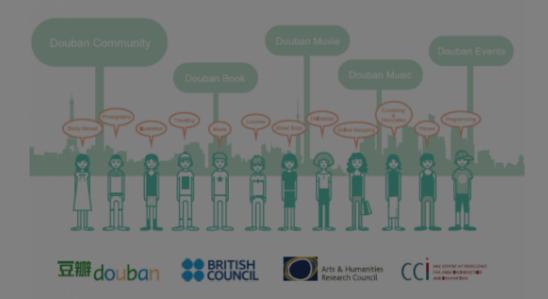




Nesta...

CROSSING THE RIVER BY FEELING FOR STONES: A NEW APPROACH TO EXPORTING CREATIVE CONTENT TO CHINA?

Hasan Bakhshi and Philippe Schneider June 2012



<u>Crossing the River by Feeling for Stones</u> is a publication from the UK's innovation network Nesta. It recommends that UK creative entrepreneurs look at how they can use social media in China better to unlock export opportunities for creative content.

We have all heard the statistics about China's stellar growth and the large market for UK creative industries. But the trade numbers paint a different picture, suggesting that the UK is punching below its weight. This is not altogether surprising. Doing business in emerging markets like China is fraught with risk and uncertainty which can overwhelm even the most canny operations.

This paper examines what more can be done and highlights the novel role that digital social networks could play in overcoming these obstacles and helping UK creative businesses unlock export opportunities to China.

Published

June 2012

Authors

Hasan Bakhshi and Philippe Schneider

Similar content

POSTED ON 16 NOV 2012

Macau | unlocking cultural and creative industry potential

POSTED ON **11 MAR 2012**

China 2012 Market Focus | London Book Fair POSTED ON **15 SEP 2014**

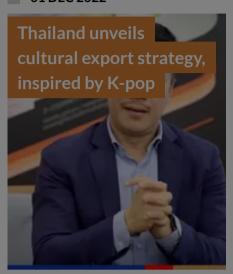
Finnish cultural exports seeking foothold in Chinese







POSTED ON **01 DEC 2022**



POSTED ON **28 SEP 2021**



POSTED ON 26 SEP 2016



ABOUT ASEF CULTURE360

culture360.asef.org brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

MORE ABOUT ASEF CULTURE360 | FAQ



 $ASIA-EUROPE FOUNDATION (ASEF) \ 2017 \ | \ \underline{TERMSOFSERVICE\&PRIVACYPOLICY} \ | \ \underline{CREATIVE\ COMMONS\ ATTRIBUTION\ -NON\ COMMERCIAL\ SHARE}$