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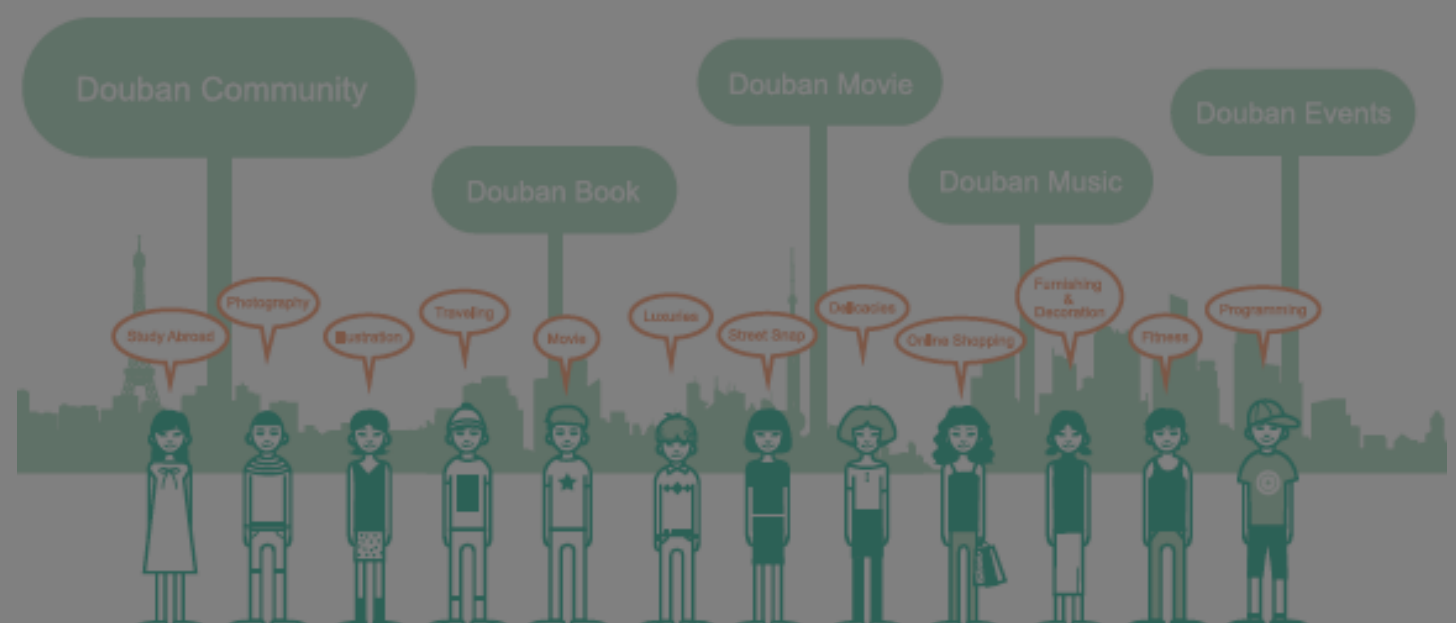
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Hasan Bakhshi and  
Philippe Schneider

June 2012

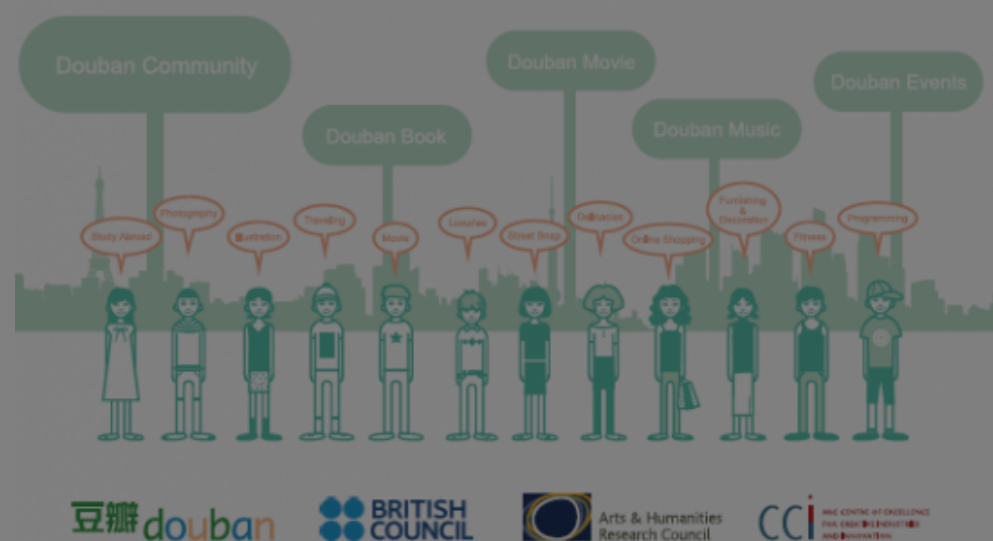


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## CROSSING THE RIVER BY FEELING FOR STONES: A NEW APPROACH TO EXPORTING CREATIVE CONTENT TO CHINA?

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*Crossing the River by Feeling for Stones* 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.

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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

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