



PriestmanGoode represents UK creative industry on trade mission to China.

London, UK (January, Monday 29th, 2018) - Leading design consultancy PriestmanGoode announced today that its co-founder and Chairman Paul Priestman, has been selected to accompany the UK Prime Minister, Theresa May, on an official trade visit to China. Paul will be joining other prominent UK business leaders to promote UK industry and strengthen economic ties with China - the UK's fifth largest trading nation.

Commenting on the trade trip, Paul Priestman said: "It's a huge privilege to be acting as an ambassador for the UK creative industry on this trade mission. Our industry design skills, from architects and illustrators, to engineering designers and transport designers, are world-renowned. Through good design, we can positively impact the way people the world over live, work and play.

Design is truly global, and China is an important trading market with a burgeoning creative community. While PriestmanGoode has been operating in China for over ten years now, I'm looking forward to finding new opportunities to forge more creative partnerships in China."

PriestmanGoode has exceptional business links with China. The company, with an office based in Qingdao, has been working in partnership with clients in China since 2008, providing design services across a wide range of sectors, from transport and hotels through to consumer goods. Around 20% of the company's sales are from China.

Paul Priestman has also been Creative Global Director for a world-leading rolling stock manufacturer - CRRC-Sifang - since 2013 working in partnership with them on the design of some major global projects including passenger trains and high-speed rail.



Prime Minister, Theresa May, said: "Thanks to the drive and innovation of UK business, backed by this Government, trade between the UK and China is already at record levels.

This visit is an opportunity to further showcase the best of British and boost jobs and prosperity throughout the UK. I am proud to lead such a varied and strong delegation to China."

The official trade mission to China aims to promote stronger business ties between the UK and China and grow UK exports. The UK delegation will be visiting Beijing and Shanghai over three days.



NOTES TO EDITORS

About PriestmanGoode

PriestmanGoode is a design consultancy that specialises in delivering exceptional brand experiences for a roster of leading international companies.

Using design as a strategic tool to transform businesses, we use our unique global viewpoint to deliver solutions that are tailored to place brands and cultures on the world stage, helping our clients achieve holistic brand experiences and customer loyalty.

From aircraft interiors, airports, public transport and high speed trains to hotels and consumer products, our diverse portfolio enables us to draw from our experience across different sectors to deliver new innovations. This unique way of thinking has led us to become brand and innovation partners with a number of leading companies around the world.

Our designs are about people: from end users to maintenance staff, they are used by millions every year. We're interested in how things work and how to improve them. We believe great design should be simple, elegant, intuitive, easy to maintain and efficient to manufacture.

Our company is steeped in the tradition of great British design, but our experience over the years, our interest in the new and our ambition to redefine expectations of great design has led us to become leaders in our field. We define future trends and are at the forefront of global design today.

www.PriestmanGoode.com

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