

CBI

CBI CREDENTIALS POSITION

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As the global economy expands and different countries experience rapid growth and decline, alliances, partnerships, and effective relationships have become essential for building a sustainable competitive advantage.

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As design reaches into all aspects of the business enterprise, from product and service development to communications and marketing, it is a powerful tool and platform for building thriving, mutually profitable, and satisfying business relationships. China Bridge International (CBI) has focused its resources in this arena, and strives to provide world-class design leadership solutions.

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Building bridges between China and international design resources, and related businesses is at the core of CBI services. These relationships can be shaped and customized to effectively serve different client needs. They include the technical and legal aspects of operation of design projects inside China as well as abroad; and, using appropriate Chinese experts, the development of new design structures and business relationships worldwide.

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CBI these challenges with deep understanding of design intelligence, philosophy, market information, project management, and architecture, as well as legal and regulatory issues. The effective communication and technical language capability of CBI in China is an asset to developing lasting solutions.

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Design Management

CBI's design management knowledge and expertise can help clients understand and build successful design leadership programs. These solutions may range from design program audits to design policy development, to comprehensive design strategy to effective design implementation programs. Solutions come from expertise within CBI, and through CBI's affiliates and extensive network of leading design management academics and practitioners. This group of exceptionally creative people, whose unique mix of complementary expertise for understanding design leadership help deliver world-class solutions to our clients. CBI is the first Design Management Consultant service provider in China.

Project Development and Coordination

CBI can provide consultation in the clarification of project requirements and the development effective design briefs; estimation and alteration of plans; regular project reports and minutes of meetings relevant to the decision making process of the principal; definition of the stages of implementation, co-ordination and control of the partners involved in the process, analysis and provision of solutions for potential problems, preparation of and negotiation on contracts, and Project Mediation. Through our comprehensive services we are not only able to best understand our clients, but also assist them in building the necessary social relations required for success here in China. Our practical knowledge of procedures and systems helps our clients maintain optimal relationships with their counterparts without the added cost of local fixed investments.

Training

CBI is working with the Design Management Institute to assist in the development of its design leadership consultations in China. CBI will work together with DMI to bring worldwide professional training programs to China. The intense, interactive nature of these seminars has enabled managers of design, marketing, communications and consultancies to improve performance and provide

greater value to their organizations.

Leadership recruitment

With its extensive network, CBI is well informed and positioned to bring to clients leadership talent for building successful design teams with Interdisciplinary design talents. For example, organizational leaders, project managers, design business talent, and technical staff who understand the standards of difference nations. This unique recruiting method would help to enhance organizational effectiveness.

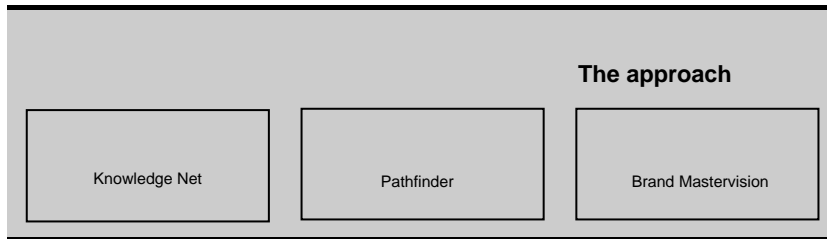
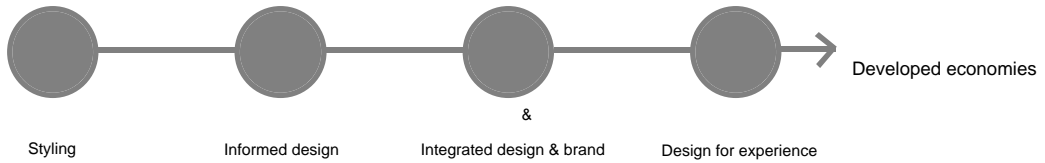
Marketing insights

CBI provides most recent market information according to client's needs from sources such as "China Design Manual (Industrial design, graphic design, interior design and fashion design)"; "Market Survey for Project Requirement on XX Categories"; "Current Chinese Market Information on Designers and Their Development Needs"; "Market Study on Relevant Policies and Regulations"; "Market Study, Bidding Analysis and Forecast of Business Collaboration", etc.

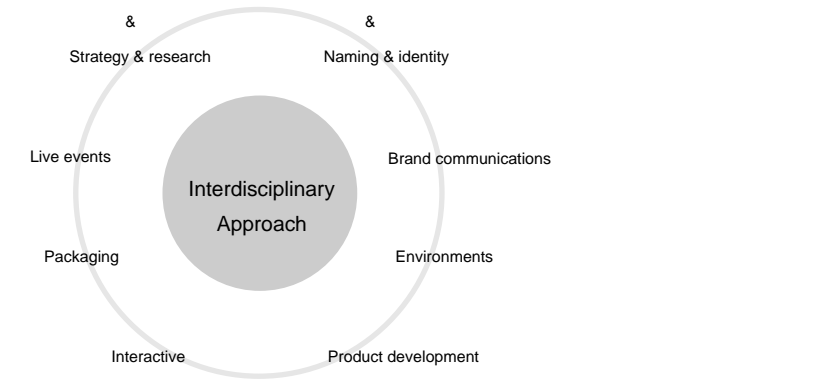
Strategic alliances

With the encouraging boom of China economy, foreign design firms hope to develop business in China. Foreign manufacturing industries also need cooperation with and complement from Chinese designer resources. On the other hand, Chinese enterprises also hope to get the international design trend and support of advanced technology. CBI is able to assist and promote foreign agencies by helping them to build up their own representation offices, deal with business affairs, and manage local public relationship events, such as: presentation, exhibition, seminar, and by further providing various services necessary to establishment of a long term strategic alliance or partnership.

Design Management - Design Levels



Design Management needs unique range of objective and skill



Why Design Management

为什么需要设计管理



Good styling is not
enough as a differentiator



CBI Position

Design Bridge

设计之桥梁



China Bridge International
桥中（上海）设计咨询管理



Solid

稳固可靠





Connecting

连结沟通



Ingenuity

灵感原创

