

英国商业贸易部  
2025 IAAPA亚洲博览会  
英国体验经济公司手册  
Department for Business and Trade  
2025 IAAPA Expo Asia  
Meet the UK Companies



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## Welcome Message

Welcome to the vibrant world of the UK's Creative Industries—where imagination, innovation, and storytelling converge to shape the future of the global experience economy. The UK is at the forefront of this vibrant industry. From world-renowned design studios and cultural institutions to cutting-edge digital creators, the UK is a powerhouse of creativity, delivering unforgettable experiences that captivate audiences worldwide.

The UK is a global leader in developing compelling attractions and immersive experiences. Our Creative Industries are one of the priority sectors of the newly released UK's Modern Industrial Strategy. Through strategic partnerships, digital innovation, and a steadfast commitment to excellence, the UK continues to shape the next generation of cultural and experiential offerings.

At the heart of this success lies a spirit of collaboration. The UK is proud to work with partners around the world. Having long championed the UK's creative industries in China, I've seen firsthand how British innovation sets global benchmarks in the experience economy. Whether through co-productions, joint ventures, academic exchanges, or creative residencies, we are eager to explore new opportunities that blend British creativity with Chinese dynamism.

We are delighted to collaborate with Experience UK in bringing this delegation of dynamic UK companies—each offering unique expertise and pioneering solutions to the global entertainment and attractions industry. We invite you to engage with our delegation, discover the UK's creative strengths, and forge new connections while strengthening existing partnerships in this vital market. These featured businesses represent exceptional opportunities for collaboration, investment, and sustainable growth.

Let us work together to co-create experiences that inspire, connect, and transform.



**Lewis Neal**

His Majesty's Trade  
Commissioner for China



## 欢迎辞

欢迎来到充满活力的英国创意产业世界——在这里，想象力、创新力与沉浸式叙事交汇融合，共同塑造全球体验经济的未来。英国始终站在这蓬勃发展的行业前沿。从世界知名的设计工作室和文化机构，到前沿的数字创作者，英国是创意的强大引擎，持续为全球观众带来令人难忘的体验。

英国在打造引人入胜的景点和沉浸式体验方面处于全球领先地位。我们的创意产业是英国最新发布的《现代产业战略》的重点发展领域之一。通过战略合作、数字创新以及对卓越的不懈追求，英国不断引领新一代文化与体验产品的发展。

这一切成功的核心在于协作精神。英国始终以与全球伙伴携手合作为荣。多年来，我一直致力于在中国推广英国创意产业，亲眼见证了英国的创新如何在体验经济中树立全球标杆。无论是联合制作、合资企业、学术交流，还是创意驻留，我们都热切期待探索将英国创意与中国活力相融合的新机遇。

我们非常高兴与 Experience UK 合作，带来这个充满活力的英国企业代表团——每家公司都在全球娱乐和景点行业中拥有独特专长与开创性解决方案。我们诚邀您与代表团深入交流，了解英国的创意优势，在中国这个至关重要的市场中建立新联系、深化现有合作关系。这些精选企业为合作、投资与可持续增长提供了卓越机遇。

让我们携手共创启发人心、连接彼此、推动变革的体验。



**倪乐思**

英国驻华贸易使节

## Why the UK?



- **World-Leading Creative Talent:** The UK is home to globally renowned creative institutions and professionals in design, film, fashion, gaming, and immersive technologies, offering Chinese companies access to top-tier talent and innovation.
- **Pioneers in Experience Design:** The UK excels in crafting immersive and emotionally engaging experiences across retail, tourism, entertainment, and cultural sectors—key components of the experience economy that can enhance Chinese consumer engagement.
- **Strong IP and Brand Development Expertise:** British firms have a proven track record in building globally recognized brands and managing intellectual property, helping Chinese partners elevate their brand value and international appeal.
- **Collaborative Ecosystem and Government Support:** The UK government actively supports international creative partnerships through G2G platforms, trade missions, and innovation hubs, making it easier for Chinese companies to co-develop and scale creative ventures.
- **Gateway to Global Markets:** Partnering with UK creatives provides a strategic bridge to Western markets, enabling Chinese companies to tailor experiences that resonate with diverse global audiences.

## 为何选择英国？



- **世界领先的创意人才：**英国汇聚了全球知名的创意机构和专业人才，涵盖设计、电影、时尚、游戏及沉浸式技术等领域，为中国企业提供接触顶尖人才与创新成果的宝贵机会。
- **体验设计的先锋者：**英国在零售、旅游、娱乐和文化等领域擅长打造沉浸式、情感共鸣强烈的体验——这些都是体验经济的核心要素，有助于提升中国消费者的参与度与品牌忠诚度。
- **强大的IP与品牌打造能力：**英国企业在塑造全球知名品牌和管理知名文化IP方面拥有丰富经验，能够助力中国合作伙伴提升品牌价值与国际影响力。
- **协作生态与政府支持：**英国政府通过政府间合作平台、贸易代表团和创新中心等多种形式，积极推动国际创意合作，为中国企业共同开发和拓展创意项目提供有力支持。
- **通向全球市场的战略桥梁：**与英国创意团队合作，将为中国企业打开通往西方市场的大门，助力打造能够打动多元化全球受众的体验内容。

## Introduction of Department for Business and Trade (DBT):

The Department for Business and Trade (DBT) is the UK government's lead body for supporting business growth, international trade, and investment. It plays a central role in helping overseas companies invest in the UK and supporting UK businesses to expand globally. DBT works across sectors to promote innovation, competitiveness, and sustainable economic development.

The Creative Industries team within DBT champions one of the UK's most dynamic and globally influential sectors. In China, the team focuses on advertising, animation, experience economy (from museum, theme park to IP branding), gaming, film and TV, performing arts, publishing, as well as music, with a mission to:

- Promote mutual understanding of creative industries at government level to ensure positive partnership environment.
- Strengthen networks through trade missions, delegations, and strategic collaborations.
- Facilitate partnerships and inward investment by supporting UK companies in accessing Chinese market as well as enabling Chinese companies to invest in the UK smoothly.

With a strong presence in key global markets—including China—the Creative Industries team works closely with government partners, industry leaders and cultural institutions to unlock new opportunities and foster sustainable growth.

## 英国商业贸易部（DBT）介绍：

英国商业贸易部（DBT）是英国政府负责推动商业增长、国际贸易与投资的核心机构。该部门在协助海外企业投资英国、支持英国企业拓展全球市场方面发挥着关键作用。DBT跨多个行业开展工作，致力于推动创新、提升竞争力，并促进可持续的经济发展。

英国商业贸易部中国区创意产业组专注于推动英国最具活力、最具全球影响力的产业之一。在中国，创意产业组重点关注广告、动画、体验经济（涵盖博物馆、主题公园及IP品牌）、游戏、影视、表演艺术、出版和音乐等领域，其使命包括：

- 在政府层面促进对创意产业的相互理解，营造积极的合作环境；
- 通过贸易代表团、访问交流和战略合作，拓展行业网络；
- 支持英国企业进入中国市场，同时协助中国企业顺利投资英国，推动商业合作与双向投资。

英国商业贸易部创意产业组在包括中国在内的全球重点市场拥有广泛影响力，并与政府伙伴、行业领袖及文化机构紧密协作，持续挖掘新机遇，推动创意产业的可持续发展。



# IAAPA Experiences UK Delegation

## 代表团及参展商

## Experience UK



### Ian Clappison

Chief Executive Officer

首席执行官

✉ [ian@experience-uk.org](mailto:ian@experience-uk.org)

🌐 [www.experienceuk.org](http://www.experienceuk.org)

## Organisation Introduction

Discover Experience UK - the UK's leading trade body dedicated to championing the Experience Economy both nationally and globally. Representing a vibrant network of British businesses at the forefront of creating world-class visitor attractions and immersive experiences, Experience UK brings together designers, technologists, operators, and consultants from across the entire supply chain. From theme parks and museums to cultural destinations and live events, our members are behind some of the most iconic experiences worldwide.

As a not-for-profit organisation, we work closely with government and global partners to showcase UK innovation, support industry growth, and ensure the UK remains a global leader in delivering exceptional experiences.

## 机构简介

Experience UK — 英国领先的体验经济行业协会，致力于在全国和全球范围内倡导英国体验经济行业。我们代表了一个充满活力的英国企业网络，这些企业站在打造世界一流游客景点和沉浸式体验的最前沿，汇集了来自整个供应链的设计师、技术专家、运营商和顾问。从主题公园、博物馆到文化胜地和现场活动，我们的成员公司是全球一些最具标志性体验项目的幕后专家。

作为一个非营利组织，我们与政府和全球合作伙伴密切合作，展示英国的创新实力，支持行业发展，并确保英国在提供卓越体验方面保持全球领先地位。

# 7thSense



## Matt Barton

马特·巴顿

+44 (0) 1903 812299

info@7thsense.one

www.7thsense.one

## Company Introduction

7thSense is a creative technology company founded in 2004, with offices in Sussex (UK) as well as Orlando and Burbank (US). We specialise in pixel generation, processing, and management – powering world-class storytelling with advanced AV products and engineered solutions.

Our team has contributed to attractions in museums, planetaria, and every major theme park globally.

In 2023, we received the King's Award for Enterprise in International Trade, recognising our innovation and impact on immersive experiences worldwide.

The 7thSense Performer Range includes R-Series 10 hardware, Actor® media server, Conjurer® for generative content, Compere® workflow interface, and Juggler® pixel processor, all designed to streamline complex AV workflows.

Our technologies power thousands of high-profile installations including Sphere Las Vegas, Warner Bros. World™ Yas Island, Abu Dhabi, Dubai's Museum of the Future and Expo 2020 Dubai.

Medialon show control solutions, including Showmaster Pro, integrate seamlessly with various AV systems, enhancing synchronisation and control across diverse applications.

## 公司简介

7thSense创意科技公司成立于2004年，在英国萨塞克斯及美国奥兰多、伯班克均设有办事处，专注于像素生成、处理和管理技术领域，通过世界领先的叙事手法为媒体和娱乐行业提供先进音视频产品与工程解决方案。

我们的专业团队服务覆盖世界各地的博物馆、天文馆及各大主题公园景点。

2023年，7thSense荣获国际贸易类“国王企业奖”（King's Award for Enterprise），旨在表彰其在全球沉浸式体验领域的影响力与创新精神。

7thSense提供一系列媒体播放解决方案，重点产品包括R 10系列硬件、Actor®媒体服务器、Conjurer®内容生成媒体服务器、Compere®工作流用户界面及Juggler®像素级图像处理器，致力于优化复杂的音视频工作流程。

公司技术已广泛应用于数千个知名场馆项目，如拉斯维加斯Sphere球形场馆、阿布扎比亚斯岛华纳兄弟世界主题公园™、迪拜未来博物馆和2020年迪拜世界博览会。

展览控制解决方案（含Showmaster Pro专业版）支持与各类音视频系统无缝集成，显著提升多平台应用的同步性与控制精度。

# Aardman



## Ngaio Harding-Hill

Head of Attractions & Live Experiences

纳伊奥·哈丁-希尔，景点和现场表演项目负责人

✉ [ngaio@aardman.com](mailto:ngaio@aardman.com)

🌐 <https://aardman.com/>

## Company Introduction

Aardman is an employee-owned company, based in Bristol (UK). An independent, multi-Academy Award® and BAFTA® award winning studio, it produces feature films, series, advertising, games and interactive entertainment. Current animated productions Wallace & Gromit Vengeance Most Fowl and a brand new Shaun the Sheep film for 2026.

Its productions are global in appeal, novel, entertaining, brilliantly characterised and full of charm reflecting the unique talent, energy and personal commitment of the Aardman team. The studio's work - which includes the creation of much-loved characters including Wallace & Gromit, Shaun the Sheep, Timmy Time and Morph - is often imitated, and yet the company continues to lead the field producing a rare brand of visually stunning content for cinema, broadcasters, digital platforms and live experiences around the world.

The studio runs the Aardman Academy which has a commitment to nurturing talent by delivering excellence in film and animation training and mentoring.

In November 2018 it became an Employee Owned Organisation, to ensure Aardman remains independent and to secure the creative legacy and culture of the company for many decades to come.

In 2026 Aardman will celebrate its 50th Anniversary.

## 公司简介

阿德曼是一家员工持股公司，总部位于英国布里斯托尔。作为一家独立动画工作室，阿德曼专注制作动画长片、系列剧集、广告、游戏及互动式娱乐内容，其作品曾屡获奥斯卡金像奖®、英国电影学院奖®。最新动画作品包括《超级无敌掌门狗：企鹅的复仇》动画长片，以及2026年即将上映的《小羊肖恩》系列最新电影。

阿德曼在全球拥有广泛影响力，其作品以新颖创意、娱乐精神及鲜明独特而富有魅力的角色而闻名，充分展现出团队的非凡才华、创作激情与专业追求。工作室塑造了超级无敌掌门狗、小羊肖恩、小小羊提米、魔夫等备受喜爱的经典角色，尽管其作品被广泛借鉴和模仿，阿德曼仍始终引领行业风向，持续为全球影院、广播公司、数字平台及实景娱乐项目打造令人惊艳的精品视觉内容。

工作室现设立了阿德曼动画学院，致力于提供专业级影视动画培训与导师指导，助力培育行业人才。

2018年11月，公司改制为员工持股企业，旨在释放创作独立性，加强公司创新传统与企业文化的传承，为未来数十年的持续发展奠定基础。

2026年，阿德曼将迎来公司成立五十周年纪念日。

# AVIUS



## Chris Williams

VP of Customer Success

克里斯·威廉姆斯，客户成功部副总裁

✉ [chris.williams@avius.com](mailto:chris.williams@avius.com)

## Lulu Wang

Senior Marketing Manager

高级营销经理

✉ [lulu@avius.com](mailto:lulu@avius.com)

🌐 <https://avius.com/>

## Company Introduction

Avius is a leading Voice of the Customer (VoC) platform with over 20 years of experience helping attractions and experience-led businesses capture and act on real-time guest feedback. Our solutions go beyond surveys—delivering instant insight, smarter operations, happier guests, and measurable business growth. All within one powerful, flexible platform. We are based in Sunny Bournemouth, UK, just a short stroll from the beach, and in Winter Garden, Florida, next door to the theme park capital of the world!

## 公司简介

Avius是客户之声（VoC）平台解决方案的领先供应商，在业内拥有20余年专业经验，专注于服务景点行业和体验导向型企业，提供客户实时反馈收集与响应解决方案。Avius打造超越传统问卷调查形式的解决方案，凭借灵活的一体化智能平台，助力实现即时洞察和智能化运营，提升游客满意度，推动可量化的业务增长。公司总部位于英国海滨城市伯恩茅斯，距离海滩仅数步之遥；美国办事处位于佛罗里达州冬季花园，毗邻世界主题公园之都。





# Environmental Street Furniture

## Alan lowry

CEO

艾伦·劳瑞，首席执行官

✉ alan.lowry@worldofesf.com

🌐 www.worldofesf.com www.themedbenches.com

## Company Introduction

**Environmental Street Furniture (ESF)**, based in Belfast, UK, is a global designer and supplier of high-quality outdoor furniture. Renowned for its innovation, craftsmanship, and commitment to enhancing public spaces, ESF serves a diverse clientele that includes theme parks, visitor attractions, municipalities, and brand partners worldwide.

In May 2025, ESF proudly launched its new dedicated platform, [www.themedbenches.com](http://www.themedbenches.com), highlighting the company's latest innovation in immersive street furniture design. This website showcases ESF's expanding range of **themed benches**—a collection that blends storytelling, creativity, and functionality to transform ordinary seating into captivating public art.

ThemedBenches.com offers an intuitive user experience with detailed product information and high-quality imagery, aimed at inspiring decision-makers in the themed entertainment and public realm sectors. This launch reflects ESF's ongoing mission to push the boundaries of traditional outdoor furniture by combining design excellence with engaging, narrative-driven concepts.

Whether enhancing a theme park, revitalizing a public space, or aligning with a brand's identity, ESF continues to lead the way in imaginative, integrated outdoor solutions.

## 公司简介

**Environmental Street Furniture (ESF)** 是一家全球性精品户外家具供应商与设计公司，总部位于英国贝尔法斯特，以创新设计、精湛工艺和致力于提升公共空间品质而闻名，服务对象涵盖世界各地的主题公园、旅游景点、市政机构及品牌合作伙伴等多元客户群体。

2025年5月，ESF正式推出全新专属平台[www.themedbenches.com](http://www.themedbenches.com)，重点展示公司在沉浸式街道家具设计领域的最新成果。该平台呈现ESF精心打造的主题长凳系列家具，通过结合叙事性、创意性与功能性，将普通长凳转化为新颖有趣的公共空间艺术品。

ThemedBenches.com平台注重用户直观体验，提供详尽完善的产品信息和优质影像资料，旨在启发主题娱乐与公共空间领域的决策者，激发更多创意灵感。该平台的发布彰显出ESF通过结合卓越的设计美学和生动的叙事性概念，突破传统户外家具设计局限的不懈追求。

无论是美化主题公园环境、重塑公共空间，还是品牌形象的个性化塑造，ESF持续引领市场风尚，打造品质卓越、特色鲜明的一体化户外家具解决方案。



# Haystack Dryers

## Paul Thomas

Managing Director

保罗·托马斯, 总经理

✉ paul@haystack-dryers.com

🌐 www.haystack-dryers.com

## Company Introduction

Haystack Dryers is the leading manufacturer of body dryers for the leisure industry, serving hundreds of visitor attractions across Europe, North America, Asia Pacific, and the Middle East—in 38 countries and counting. Established in 2000, the company designs award-winning dryers used in theme parks, water parks, resorts, hotels, cruise ships, and airports. Their high-performance models, like the Cyclone and Hurricane, can dry up to five people at once and support cash, cashless, RFID, or free vend operation. Haystack Dryers emphasizes guest convenience, revenue generation, and sustainability, offering energy-efficient, durable, and customizable solutions backed by global service and maintenance.

## 公司简介

Haystack Dryers是休闲行业身体烘干机领域的领先制造商, 为全球数百个旅游景点提供专业服务, 业务范围遍布欧洲、北美、亚太地区及中东地区38个国家, 目前仍在持续扩大。Haystack Dryers成立于2000年, 设计了一系列屡获殊荣的烘干机设备, 并广泛应用于主题公园、水上乐园、度假村、酒店、邮轮、机场等各类场所。公司重点产品包括Cyclone和Hurricane系列高性能烘干机, 可同时为五人提供烘干服务, 支持现金支付、非现金支付、RFID结算、免费使用等多种运营模式。Haystack Dryers以游客便捷体验、收益增长和可持续发展为核心, 专注提供节能高效、经久耐用的定制化解决方案, 并建立起强大的全球服务与维护支持体系。

## HB Leisure



### Letisha LEE

Head of China

李茜，中国区负责人

☎ +86 1356005 0977

✉ l.lee@hbleisure.com

🌐 [www.hbleisure.com](http://www.hbleisure.com)

## Company Introduction

HB Leisure (HBL) is the global leader in Skill Games – fun, interactive games that challenge players and offer exciting prizes. With operations in 150+ major attractions across 25+ countries, we tailor game experiences to fit each location. We also run Family Entertainment Centres (FECs) in over 30 locations, bringing arcade fun to guests of all ages. Backed by years of experience, we work closely with our partners to deliver fun, memorable, and high-quality entertainment worldwide.

## 公司简介

HB Leisure (HBL) 是全球技能游戏行业的领先企业，专注开发趣味互动式技能游戏，为玩家提供精彩刺激的游戏体验和丰厚的游戏奖励。公司业务遍布超过25个国家/地区及150余个主要景点，为每个景点量身定制游戏解决方案。此外，公司在30多个景点设有家庭娱乐中心（FEC），旨在为各年龄段游客设计新颖有趣的街机游戏体验。HB Leisure在业内深耕数年，与多位合作伙伴密切配合，携手为世界各地的游客打造充满乐趣、难以忘怀的沉浸式娱乐体验。

# Holovis International Limited

# Holovis®

Transforming Sensory Experiences

## Ben Fry

Marketing Manager

本·弗莱，营销经理

✉ ben.fry@holovis.com

🌐 www.holovis.com

## Company Introduction

Holovis creates world-class experiential solutions for themed entertainment, attractions, and enterprise clients. Their expertise spans two key areas: advanced AV system integration and innovative creative design. Their AV specialists deliver complex installations, while award-winning design teams craft immersive content and turnkey experiences. By blending cutting-edge technology with storytelling and interactive learning, Holovis delivers unique, engaging solutions. Their interdisciplinary approach ensures seamless collaboration, resulting in market-defining experiences for clients around the world.

## 公司简介

Holovis是国际领先的体验式解决方案提供商，业务范围涉及主题乐园、旅游景点及各类企业客户。公司以先进音视频系统集成和创新创业设计为两大核心业务，由内部音视频团队专门负责复杂系统安装服务，设计团队则专注打造沉浸式娱乐内容和交钥匙解决方案，在业界屡获殊荣。通过将前沿技术与交互叙事理念相结合，Holovis打造出众多独树一帜的沉浸式体验解决方案，以跨学科的设计手法实现无缝协作，助力世界各地的客户打造引领市场的游客体验。



# Katapult



## Philip Higgins

Co-Founder & CCO

菲利普·希金斯，联合创始人兼首席内容官

✉ phil@katapult.co.uk

## Cathy Liang

Client Relations Manager Asia

亚洲地区客户关系经理

✉ cathy@katapult.co.uk

🌐 [www.katapult.co.uk](http://www.katapult.co.uk)

## Company Introduction

Katapult design themed attractions, experiences, and destinations that amaze and engage visitors globally. Our work is enjoyed by 95 million visitors, at 120 attractions, in 26 different countries, every year. As well as increasing guest experience, we thrive on helping you generate more income, more fans and bring the vision for your attraction to life.

We offer:

### Insights:

Insights / creative strategy

Story / narrative development

### Design:

Master planning

Concept design

Design development

### Creative Production:

Production support

Executive production

Turnkey production

## 公司简介

Katapult专注打造主题景点、体验项目和旅游目的地，为世界各地的游客设计丰富有趣和有吸引力的互动体验。公司项目每年吸引的游客多达9500万次，遍布26个国家/地区及120个景点。Katapult不仅致力于提升游客体验，更追求成为值得信赖的合作伙伴，助力客户提高收益、吸引更多游客，让美好的景点愿景变为现实。

公司专业服务包括：

### 洞察：

市场洞察/创意策略

故事/叙事主题开发

### 设计：

总体规划

概念设计

设计深化

### 创意制作：

制作支持

执行制作

交钥匙解决方案

# Leisure Development Partners



## Michael Collins

Senior Partner

迈克尔·柯林斯，高级合伙人

✉ [michael@leisuredevelopment.co.uk](mailto:michael@leisuredevelopment.co.uk)

## Yael Coifman

Senior Partner

耶尔·科伊夫曼，高级合伙人

✉ [yael@leisuredevelopment.co.uk](mailto:yael@leisuredevelopment.co.uk)

## James Kennard

Partner

詹姆斯·肯纳德，合伙人

✉ [james@leisuredevelopment.co.uk](mailto:james@leisuredevelopment.co.uk)

🌐 [www.leisuredevelopment.co.uk](http://www.leisuredevelopment.co.uk)

## Company Introduction

LDP is the global market leader in leisure and entertainment economics. We work extensively across the globe including in the UK (our HQ is in London) on a wide range of attractions from theme parks to museums to integrated retail entertainment and everything in between. We are the trusted experts in feasibility analysis, due diligence and improvement strategy, providing objective, accurate and bankable forecasting and strategy. We pride ourselves on bringing clarity to complexity.

## 公司简介

Leisure Development Partners (LDP) 是休闲娱乐经济领域的全球领导者，总部位于英国伦敦，业务范围遍及全球，涵盖主题公园、博物馆、综合零售娱乐等各类景点。在可行性分析、尽职调查和改进战略领域，LDP是值得信赖的专业机构，能够提供客观、准确且可靠的市场预测与战略服务，更引以为豪的是，我们能为复杂的问题带来清晰的思路。

# Immersive International



## John Munro

CEO

约翰·门罗，首席执行官

+44 (0) 207 403 1616

contact@immersive.international

<https://www.immersive.international/>

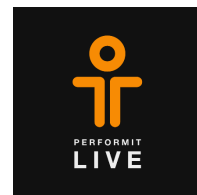
## Company Introduction

Immersive International is a boutique design and innovation studio working at the forefront of experiential masterplanning, cultural placemaking, spatial storytelling, and creative technologies. For over two decades, we've brought together world-leading creative and technical talent to deliver future-proof experiences. Our portfolio spans Olympic opening ceremonies, touring stadium shows, permanent theme park attractions, world expo pavilions, experiential museum installations, and giga projects – always pushing the boundaries of live shows, experience design, location-based entertainment, and cultural placemaking.

## 公司简介

**Immersive International** 是一家精品设计与创新工作室，致力于沉浸式体验总体规划、文化场所营造、空间叙事与创意科技的融合与突破。二十多年来，我们汇聚全球领先的创意与技术人才，打造具有前瞻性的沉浸式体验。

我们的项目涵盖奥运会开幕式、巡回体育场演出、永久性主题公园景点、世界博览会展馆、沉浸式博物馆装置以及超大型文化项目。我们始终致力于突破现场演出、体验设计、基于地点的娱乐以及文化场所营造的边界，塑造引领未来的体验式空间。



# Performit Live

## Jon Dalzell

CEO

乔恩·达尔泽尔, 首席执行官

✉ [jon.dalzell@performitlive.com](mailto:jon.dalzell@performitlive.com)

## James Banfield

COO

詹姆斯·班菲尔德, 首席运营官

✉ [james.banfield@performitlive.com](mailto:james.banfield@performitlive.com)

🌐 <https://performitlive.com/>

## Company Introduction

**Helping Brands Create Unforgettable Audience Experiences with Interactive Digital Characters Powered by Human or AI Performers**

**Performit Live** is a creative technology company that empowers brands to deliver real-time, character-led experiences using **live performers, AI performers, or a seamless hybrid of both**. Whether appearing on screens, holographic displays, or immersive environments, Performit Live enables emotionally resonant interactions that feel alive, spontaneous, and personal.

At the centre of the platform is **Stage** a cloud-native system that allows digital brand characters to be performed and managed remotely, in real time. With Stage, a single character or multiple characters across multiple locations can engage audiences through real-time conversation, custom animation, and branded storytelling.

### What Makes Performit Live Unique:

#### • Live Performer Mode

Professional performers drive digital characters remotely, reacting in real time to audiences with authentic tone, humour, and empathy. It's not just animated – it's human-powered.

#### • AI Performer Mode

Fully autonomous digital characters trained on brand-safe knowledge and natural language capabilities. Ideal for always-on, multilingual, or high-frequency activations.

#### • Hybrid Mode

A dynamic blend where human performers are supported by Protégé – an intelligent AI assistant that offers real-time dialogue support, fallback responses, and data-fed insights to enhance live interaction. If needed, Protégé can also take over autonomously.

- A performer with AI superpowers. Real-time support from PROTÉGÉ, your performer stays in character while accessing knowledge, brand messaging, and FAQ's via their VR headset ensuring flawless delivery at scale.

- Delivers consistency at scale without sacrificing spontaneity.

### Why Choose Performit Live

**Live – Two Way Interaction:** Real-time digital characters powered by live or AI performers create dynamic conversations that spark emotion, build connection, and deliver unforgettable brand moments.

**Cost-Effective & Scalable Solutions:** We streamline the entire process from custom character creation to professional live or AI performances making it easy to deliver premium experiences without traditional production complexity or cost.

**Seamless, Plug-and-Play Integration:** Designed for simplicity, built for spectacle, an app connects your digital character to any screen in seconds. No fuss, just seamless deployment and unforgettable engagement.



## 公司简介

真人表演与AI表演完美融合，助力品牌塑造虚拟互动角色，打造震撼的观演体验。

**Performit Live**是一家创意科技公司，致力于通过真人表演、AI表演或虚实融合表演形式，助力品牌打造实时的角色互动体验。无论是屏幕显示、全息投影还是沉浸式环境，Performit Live都能提供激发情感共鸣的深层次互动体验，让每一次交互更加真实自然并充满温情。

平台核心基于**Stage**云原生系统，支持实时远程操控和管理数字品牌角色。借助Stage系统，单个角色或多个地点的角色能够实现实时对话，通过定制动画和品牌化叙事，为观众带来沉浸式互动体验。

### 独特优势：

- **真人表演形式**：专业表演者远程操控数字角色，与观众实时互动，以真实的语音语调呈现富有幽默感和同理心的角色，让观众在观赏动画的同时享受超真实的互动体验。
- **AI表演形式**：经过品牌安全知识和自然语言能力训练的虚拟数字角色独立表演。适合全天候、多语言、高频次的互动场景。
- **虚实融合表演形式**：真人表演和AI表演动态融合，由AI智能助手Protégé通过实时对话辅助、备用应答和数据洞察协助真人表演者，增强现场互动体验。必要时，Protégé可自主接管表演现场。
- **AI赋能的表演者**。表演者通过佩戴VR头显获取Protégé实时辅助，在保持角色一致性的同时，随时调用知识库、品牌信息和常见问题，确保完美呈现大型表演场合。
- 在保证大型表演一致性的同时，让表演更自然、更灵动。

### 为何选择Performit Live

**实时双向互动**：由真人或AI表演者驱动的实时虚拟数字角色，赋能动态对话空间，激发观众情感共鸣，建立深层次连接，创造难忘的品牌专属时刻。

**具有成本效益的可扩展解决方案**：从角色定制到专业真人表演和AI表演的全流程优化，轻松塑造卓越震撼体验，避免传统制作的复杂性及高昂成本。

**即插即用，无缝集成**：以简洁的设计呈现震撼的视觉效果，借助智能应用程序，数秒内即可将数字角色连接至任何显示屏幕。摆脱繁琐操作，轻松实现自然流畅、生动难忘的互动体验。



# Rover International

## Sachin Farmah

Director

萨钦·法玛，董事

✉ sales@roverinternational.com

🌐 www.roverinternational.com

## Company Introduction

Rover International specialises in custom mascots, working with many high profile clients. Inflatable mascots are the best way to advertise, in and outdoors on your premises or at events.

Rover International

Not only is it easy to transport and store our inflatable mascots but they require hardly any maintenance.

Our fan based system enables a free and spacious environment inside, whilst keeping it cool and sweat free.

Ripstop enables our costumes to remain light but very, very strong.

## 公司简介

专注吉祥物定制设计，为众多知名客户提供专业服务。充气吉祥物是场地内外及活动营销推广的最有效方式。

Rover International制作的充气吉祥物不仅方便运输和储存，而且几乎无需保养维护。

通过配置风扇系统，确保吉祥物内部空间宽敞舒适、活动自由，同时保持透气凉爽。

采用防撕裂面料定制，不仅确保服装轻盈质感，而且日常经久耐用。

# SEVERN LAMB



## Patrick Lamb

Managing Director

帕特里克·兰姆，总经理

✉ sales@severn-lamb.com

🌐 www.severn-lamb.com

## Company Introduction

Severn Lamb & Trams International is a global leader in bespoke passenger transport solutions for the leisure and tourism sectors. Specialising in road trains, trams, and rail-based systems, the company offers both diesel and electric options, with a growing focus on zero-emission technologies.

Recent highlights include the launch of Lincoln electric locomotives for luxury resorts in Mexico, electric land trains for cruise terminals in Alaska, and heritage-style trams for iconic attractions in Belgium. A new retrofit service allows clients to convert older diesel vehicles to electric, as demonstrated with a 30-year-old locomotive in Taiwan.

With flexible leasing options and projects delivered worldwide, the company continues to set the standard for sustainable, high-quality transport systems.

## 公司简介

Severn Lamb & Trams International是全球休闲旅游行业定制客运解决方案的领先提供商，专业设计观光列车、有轨电车及轨道系统，提供柴油和电动两种动力选项，未来将逐步聚焦零排放技术。

公司近期项目亮点包括：为墨西哥豪华度假村推出林肯电动车、为阿拉斯加邮轮码头设计电动观光列车以及为比利时标志性景点设计复古风格电车。此外，公司推出全新改装服务，支持客户将传统燃油车升级为电动系统，并成功改造了台湾地区一台已使用了30年的老旧机车。

凭借灵活的租赁方案和遍布全球的项目交付网络，公司在提供可持续、高质量的运输系统方面持续引领市场，打造行业标杆。

# Simworx



## Terry Monkton

CEO

特里·蒙克顿，首席执行官

✉ terrymonkton@simworx.co.uk

## Vinnie/Ye Sheng

Sales Representative for China

叶盛，中国市场销售代表

✉ 397539768@qq.com

🌐 <https://www.simworx.co.uk/>

## Company Introduction

With 28 years of experience, over 130 installations worldwide, and more than 60 million guests per year enjoying one of our attractions, Simworx has emerged as one of the world's leaders in the design, manufacture, and development of Dynamic Immersive Media-Based Attractions. In addition to the iconic 4D Effects Cinema, our offerings include Immersive Tunnels, Flying Theatres, Stargazer Motion Rides, Cobra Motion Rides, RoboCoasters, Immersive Adventurers, Paradrops, Pegasus Flying Theatres and Immersive Superflume. Our most recent ride systems are the AGV Trackless Dark Ride and the C360 Stadium Pods; they are a testament to Simworx continual effort to advance motion-based entertainment. These attractions are scalable for a large range of attractions, such as Museums, Theme Parks, Family Entertainment Centres, Zoos & Aquariums. At Simworx, we have extensive experience in concept design, theming, installation, training, and ongoing support. No matter the project, Simworx can provide the complete solution.

## 公司简介

凭借28年行业经验、全球130余套装置及每年超6,000万次的游客接待量，Simworx已成为动态沉浸式媒体景点项目设计、制作与开发领域的世界领先企业之一。除了标志性的4D特效影院以外，Simworx还拥有一系列特色产品线，包括沉浸式隧道、飞行剧场、观星者动感影院骑乘、眼镜蛇动感影院骑乘、机器人过山车、身临其境的冒险家、滑翔飞跃虚拟现实、飞马行空剧场及沉浸式激流勇进。此外，公司最新推出骑乘系统自动导引车式（AGV）无轨黑暗骑乘和C360 全景观赛舱，彰显出Simworx持续推动动感娱乐技术发展的长期承诺。这些景点系统可以实现扩展，灵活适配博物馆、主题公园、家庭娱乐中心、动物园、水族馆等各类场所需求。Simworx在概念设计、主题包装、设备安装、人员培训及后期支持方面拥有丰富的经验，无论项目规模大小，都能提供全套解决方案。



## Ucarg



### Tony Kennedy

Director & Partner

托尼·肯尼迪，董事兼合伙人

✉ Tony.kennedy@ucargo.co.uk

🌐 <https://www.ucargo.co.uk/>

## Company Introduction

Ucarg is a specialist logistics provider supporting the global entertainment, attractions, and events industries. From rollercoasters and dark rides to bespoke show equipment and staging, we handle the movement of high-value, oversized, and time-sensitive cargo with precision and care. Our tailored services include international freight forwarding, customs brokerage, and end-to-end project logistics—whether it's a full theme park shipment or a one-off installation.

With offices in the UK, USA, and Asia, we offer seamless door-to-door solutions powered by deep industry knowledge and a global network. In 2025, we launched UCARGO Live, a dedicated division focused exclusively on entertainment logistics.

At Ucarg, we bring everything but the crowd.

## 公司简介

Ucarg是全球娱乐、主题景点及大型活动行业的专业物流服务提供商，专精于高价值、超规格和有时效要求的特殊货物运输管理，业务范围涉及过山车、黑暗骑乘以及定制化演出设备和舞台装置。我们的定制服务涵盖国际货运代理、报关代理以及从主题公园全套装备运输到单次装备安装的端到端项目物流。

Ucarg在英国、美国和亚洲均设有办事处。凭借深厚的行业经验与强大的全球支持网络，我们能够提供无缝衔接的门到门运输方案。2025年，公司成立UCARGO Live事业部，专注为娱乐行业客户提供定制物流服务。

Ucarg，提供除客运以外的全方位运输服务。



# Wild in Art

## Charlie Langhorne

Managing Director

查理·兰霍恩，总经理

✉ [Charlie@wildinart.co.uk](mailto:Charlie@wildinart.co.uk)

## Nick Byrne

Business Director

尼克·伯恩，商务总监

✉ [nick@wildinart.co.uk](mailto:nick@wildinart.co.uk)

🌐 [www.wildinart.co.uk](http://www.wildinart.co.uk)

## Company Introduction

Wild in Art is the global leader in the development of mass participation public art trails and related activities. Our trails deliver considerable economic, social and health and well-being benefits, as well as raising considerable funds for the not for profit sector.

## 公司简介

Wild in Art是世界领先的大众参与式公共艺术巡展及相关活动策划机构。通过一系列巡展项目，Wild in Art在创造显著经济效益的同时，持续推动社会发展、促进公众身心健康，并为公益事业发展提供了强有力的资金支持。

# Non-IAAPA Experiences UK Delegation

## 非代表团及参展商

### BBC Studios



#### Chad Wang

Senior Brand & Licensing Manager, Greater China  
中国区高级品牌及授权经理

✉ chad.wang@bbc.com

🌐 [bbcstudios.com](http://bbcstudios.com)

### Company Introduction

The BBC Studios Brands & Licensing division is the driving force in extending BBC Studios IP through innovative brand extensions, fostering deep fan engagement worldwide. Partnering our iconic brands – including BBC Earth, Doctor Who and Bluey – with the world's biggest brands, promoters, and publishers, ignites the imagination of fans and creates memorable brand-fame moments. Our diverse portfolio spans consumer products, live entertainment, gaming, and publishing, while BBC Studios Digital drives over 1 billion views per month, offering advertising and branded content opportunities. Supported by award-winning teams, we focus on finding visionary opportunities to enhance global brand impact and digital growth.

### 公司简介

BBC Studios品牌与授权部门致力于通过创新的品牌拓展方式，延伸BBC Studios的 IP 影响力，在全球范围内加深与粉丝的互动。我们将旗下的标志性品牌，包括《BBC Earth》《神秘博士》和《布鲁伊》，与全球各大品牌、推广商和出版商合作，激发粉丝的想象力，创造令人难忘的品牌高光时刻。我们的业务广泛，涵盖消费品、线下娱乐、游戏和出版领域。BBC Studios数字部门每月的浏览量超过 10 亿次，提供广告和品牌内容合作机会。在屡获殊荣的团队支持下，我们专注于挖掘具有前瞻性的合作机会，提升全球品牌影响力，推动数字业务增长。

# CAA Brand Management



## Gary Chan

Vice President

副总裁

✉ Gary.Chan@caa.com

🌐 <https://brandmanagement.caa.com/>

## Company Introduction

CAA Brand Management (UK) is a leading brand development and management business, helping clients define and execute their strategic growth initiatives across a broad spectrum of consumer products. By partnering with best-in-class manufacturers and retailers, CAA Brand Management expands brands beyond their core offerings into new categories, territories, and experiences, maximizing reach and generating meaningful revenue. With more than three decades of operating experience in consumer product partnerships and licensing and offices spanning 20 countries worldwide, CAA Brand Management builds innovative, revenue-generating, brand extension programs for many of the world's most iconic brands – including British IPs Paddington Bear and Peter Rabbit for Greater China and other key Asia markets. CAA Brand Management UK is the licensing and consumer products division of Creative Artists Agency, a leading brand, entertainment, and sports agency, with global expertise in filmed and live entertainment, digital media, publishing, sponsorship sales and endorsements, media finance, consumer investing, fashion, licensing, and philanthropy.

## 公司简介

CAA Brand Management是一家英国的品牌开发和管理公司，致力于帮助品牌客户制定并执行涵盖广泛消费品领域的战略增长计划，通过与优秀的制造商和零售商合作，CAA Brand Management将品牌从其核心产品拓展到新的品类、地区和体验，从而最大限度地扩大覆盖范围并创造可观的收入。在消费品合作和授权领域拥有超过三十年的运营经验，办事处遍布全球20个国家地区，为全球众多最具标志性的品牌，其中包括英国最具代表性的两大IP：帕丁顿熊和比得兔，打造创新且可创收的品牌扩展项目。CAA Brand Management UK是 Creative Artists Agency的授权和消费品部门。Creative Artists Agency是一家国际领先的品牌、娱乐和体育经纪公司，在影视和现场娱乐、数字媒体、出版、赞助销售和代言、媒体金融、消费者投资、时尚、授权和慈善事业等领域拥有全球专业知识。



Arthur Conan Doyle®

# Conan Doyle Estate

**Wang Jin**

China Office

☎ +86 133 8199 6292

🌐 <https://conandoyleestate.com/>

## Company Introduction

The Conan Doyle Estate is formed from the family of Sir Arthur Conan Doyle. Alongside the family, our global network of experts and institutions provide specialist knowledge of Arthur Conan Doyle's life, adventures and his many fictional characters.

Collectively, we give unique access to personal knowledge, archive material and family connections. Together we reveal the legacy and potential of Arthur Conan Doyle's endeavours, achievements and fictional characters. We work globally to provide both credible insight and expertise. Our team will work with you from concept, completion and beyond – throughout the licensing process to achieve inspiring results on an international scale.

## 公司简介

柯南道尔产权会由阿瑟·柯南·道尔爵士的家族组成。除了家族成员，我们还有全球专家和机构网络共同提供有关阿瑟·柯南·道尔的生活、冒险和许多虚构人物的专业知识。

总的来说，我们提供对阿瑟·柯南·道尔个人知识、档案材料和家庭关系的独特见解。我们一起揭示了阿瑟·柯南·道尔的努力、成就和虚构人物的遗产和潜力。我们在全球范围内提供可靠的见解和专业知识。在全球范围内，我们的团队将在整个IP授权过程中与您从概念、完成到其他方面合作取得鼓舞人心的成果。

# Haskoll

# HSKC

赫斯科创意

## Lynn Lin

Business and PR Director  
业务发展及公共关系总监

✉ lu.lin@haskoll.cn

🌐 www.hskch.com

## Company Introduction

Founded in London in 1972, Haskoll is a globally recognised specialist in urban regeneration, cultural tourism, and commercial brand experience design. In 2024, Haskoll completed a full strategic integration with Ryder (Asia), forming a unified international design platform. Driven by digital innovation and IP-led content development, we deliver intelligent, future-focused solutions to clients worldwide. Haskoll's strong reputation in China is built on bold, innovative design thinking and an unwavering commitment to quality and efficiency. Combining international expertise with deep local insight, we collaborate closely with partners across the value chain to shape vibrant spatial ecosystems and pioneering consumer experiences.

## 公司简介

赫斯科1972年创立于伦敦，是享誉全球的城市更新、文旅商业及品牌体验设计专家。2024年与莱德亚洲实现全面战略整合，形成一体化国际设计平台。我们以“数字化技术”和“IP内容开发”为双引擎，通过数据智能和场景创新，为全球客户提供创新解决方案。赫斯科在中国的良好声誉是建立在强有力且创新的设计思维，且追求质量和效率的基础之上。我们深度融合国际经验与本地实践，携手产业链伙伴，持续打造最具活力的空间生态及创新消费场景。





## Image Maker

### Martin Liu

China Manager  
中国区经理

✉ luixinxin@gmail.com

🌐 <https://www.imagemakersdesign.co.uk/>

## Company Introduction

Leading companies in the design and construction of various theme exhibition halls such as the British Museum/Science Museum/Memorial and enjoy a high reputation in the European cultural and creative field. They have served including the British Museum, the British National Maritime Museum, the British National Tank Museum, and the Austrian F1 Motorsports Museum, Gloucester Cathedral (Harry Potter film shooting location), Falkland Islands War Memorial, British National Museum of Natural History, Titanic Museum, Shakespeare School Museum, John Lennon Memorial and many other famous customers. In China, more than 60 high-quality projects including national, provincial and municipal levels have been successfully delivered.

## 公司简介

IM设计咨询有限公司，创办于1989年，总部设于英国德文郡，擅长各类展馆及展示体验中心的解读策划以及创意设计。在过去的36年里，投身于让历史活化、让自然重生、让科技演导的伟大使命。

作为欧洲知名解读设计公司，英国文化与自然遗产解读协会理事会成员、解读欧洲协会成员、欧洲Portico项目的首席顾问、《解读苏格兰》杂志编辑、国际博物馆理事会ICOM成员、“发现遗产”国家文化遗产解读奖评审团成员、中国展览馆协会会员、中国ITIA艾蒂亚旅游投资机构协会会员等，成立至今成功交付的项目多达上千个，打造了一系列国际知名文化地标，屡获殊荣。

时至今日，IM已经成为博物馆/科技馆等各类主题展馆及展览展示中心设计与施工实施领域的顶尖企业，在欧洲文化创意领域享有很高声誉，服务过包括大英博物馆、英国国家海事博物馆、英国国家坦克博物馆、奥地利F1赛车博物馆、F1威廉姆斯车队展示中心、格罗斯特大教堂（哈里波特电影拍摄取景地）、马尔维纳斯群岛（福克兰群岛）战争纪念馆、英国国王理查三世博物馆（该项目2016年击败著名景点‘巨石阵’获评为该年度英国最受欢迎旅游目的地）英国国家自然历史博物馆、泰坦尼克号博物馆、莎士比亚学校博物馆、约翰·列侬纪念馆等众多著名客户。近年在中国亦已成功交付60余个高品质展陈及展示设计项目。

PPW

# PPW

Promotional Partners Worldwide

## Ivan Chan

CEO

首席执行官

✉ ivanchan@ppgl.com

🌐 <https://ppwlicensing.com>

## Company Introduction

PPW is a globally recognized brand management and licensing agency with over 30 years of proven experience in delivering strategic, creative, and market-driven solutions. With a strong operational footprint in Greater China and Asia, we specialize in helping brands grow sustainably through innovative, end-to-end services.

Our award-winning team has been honored multiple times by the International Licensing Industry Merchandisers' Association (LIMA) for excellence in licensing and brand promotion. We bring together experts from creative, legal, marketing, and operations to provide customized and value-enhancing solutions tailored to each client.

PPW excels in the localization and commercialization of global IPs, spanning industries such as FMCG, children's entertainment, sports, cultural tourism, retail, and digital content. Our deep regional expertise and extensive partner network enable us to build impactful, market-relevant strategies for international brands entering Asia.

We are committed to building long-term partnerships with clients by delivering services grounded in integrity, professionalism, and operational excellence.









## 公司简介

PPW (Promotional Partners Worldwide) 是一家在品牌授权与推广领域拥有超过30年经验的专业机构，业务网络覆盖全球，尤其深耕大中华区市场。我们致力于为客户提供高效、创新的一站式品牌解决方案，整合创意策划、营销执行与供应链管理，助力品牌实现可持续增长。

作为行业内屡获殊荣的领导者，PPW 多次荣获国际授权业协会（LIMA）颁发的“最佳授权代理商”奖项，亦在多个授权与品牌推广项目中取得突出成绩。我们的团队由创意、营销、法律、财务等多领域专业人才组成，能够根据不同客户需求提供定制化、增值型服务。

我们尤其擅长将国际IP本土化运营，服务范围涵盖快消品、儿童教育、运动品牌、文旅、零售、数字内容等多个领域。凭借深厚的本地执行能力和广泛的商业网络，PPW 能够精准把握市场脉动，打造高影响力的品牌落地方案。

我们的使命是以诚信、专业与高效为核心价值，成为客户在品牌授权及市场拓展中的长期战略合作伙伴。

Cath Kidston	Cambridge  UNIVERSITY OF CAMBRIDGE	Bear Grylls 
Beatles 	Natural History Museum 	Mr. Men & Little Miss 
Hey Duggee 	Ed Stafford  埃德·斯塔福德	Manchester city 

## Scruffydog



### Tim Beavis

Marketing & Content Manager  
营销与内容经理

✉ [info@scruffydogltd.com](mailto:info@scruffydogltd.com)

🌐 <https://www.scruffydogltd.com/>

## Company Introduction

Scruffy Dog Creative Group is the world's leading creative services company. We are experts in Experience Design, Specialist Fabrication, Theming Contracting, and Creative Project Management.

We partner with theme parks, visitor attractions, resorts, museums, and immersive experiences to deliver projects that redefine industry standards.

By offering a bespoke set of creative services, we guarantee the meeting of our clients' brief every single time. Trusted by the world's top leisure-based entertainment brands, Scruffy Dog Creative Group is known for cutting-edge innovation while delivering dependable, precision-built solutions that transform ambitious ideas into unforgettable guest experiences.

## 公司简介

Scruffy Dog 创意集团是全球领先的创意服务公司。我们是体验设计，专业制作，主题承包和创意项目管理的专家。

我们与主题公园、旅游景点、度假村、博物馆和沉浸式体验合作，交付重新定义行业标准的项目。

通过提供一套定制的创意服务，我们保证每一次都能满足客户的需求。深受世界顶级休闲娱乐品牌的信赖，Scruffy Dog创意集团以尖端创新而闻名，同时提供可靠、精确的解决方案，将雄心勃勃的想法转化为难忘的游客体验。



UK Government

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#### DBT China Education and Skills Team Contacts

英国商业贸易部(中国区) 创意产业团队联系方式

Jing Liu 刘静 Deputy Director, Education, Skills, Creative, Retail and Sport, DBT China  
教育技能、创意产业、零售及体育综合部门中国区常务负责人  
liu.jing@fcdo.gov.uk

Wang XiaoJing 王晓静 Head of Skills and Creative Industries, DBT China  
教育技能及创意产业中国区负责人  
wang.xiaojing@fcdo.gov.uk

Eva Zheng 郑靓 Head of South & Southwest China and Creative Investment  
创意产业华南及西南地区负责人  
eva.zheng@fcdo.gov.uk

Ryan Chen 陈力驹 Trade and Investment Officer of Creative Industries, South China  
创意产业贸易投资官员, 华南地区  
Ryan.Chen@fcdo.gov.uk

Gao Ge 高歌 Head of North & East China and Creative Trade  
创意产业华北及华东地区负责人  
gao.ge@fcdo.gov.uk

Becky Zhu 朱冉 Senior Trade and Investment Officer of Creative Industries, East China  
创意产业高级贸易投资官员, 华东地区  
Becky.zhu@fcdo.gov.uk

Joy Zheng 郑宇 Senior Trade and Investment Officer of Creative Industries, Southwest China  
高级投资贸易官员, 西南地区  
joy.zheng@fcdo.gov.uk