



BBC World News and bbc.com announce month of China specials

Programmes will cover culture, business and finance

Sydney, 09 September, 2014 – BBC World News and bbc.com have announced the launch of a month-long season of programmes focusing on China. *Designed in China*, will be shown on TV and online from 6th October to 2nd November 2014. It will explore how China is innovating across a range of sectors from medical research and science, through consumer technology to the creative world of film and art.

Global consumers are familiar with the “Made in China” label, but the BBC asks how long it will be before “Designed in China” becomes the mantra. China is continuing its rise and emergence as the world’s second superpower, and a range of specially commissioned specials for TV and online asks whether it can surpass its U.S, European and North Asian competitors.

Liz Gibbons, Commissioning Editor, Editorial, BBC Global News Ltd, says: “Innovation has been the engine of economic growth, and lies at the heart of increased living standards; unsurprisingly, the impressive recent growth in innovation in emerging economies has been led by China. The BBC has called on its unrivalled network of bureaux in Beijing, Shanghai and Hong Kong and on its China experts and correspondents to report on what China is doing to get ahead of the rest, and whether this increase in innovative activity will come at the expense of the West.”

Programming highlights include (all times AEDT):

Our World - Can China Innovate?

October 11th 10.30am, 10.30pm

October 13th 9.30am

In this special edition of *Our World* the BBC’s China Editor Carrie Gracie explores China’s global ambition to move from being the world’s manufacturing hub to a knowledge economy, creating its own valuable IP in a range of sectors. They want not only goods to have been made in China, but for the design, the idea behind it, to also come from China.

In 2006, the government set itself the task of turning China into an ‘innovative society’ by 2020 and a world leader in science and technology by 2050. In this programme Carrie will be exploring whether a top down strategic plan can foster the necessary creativity to allow China to challenge the West.

Carrie Gracie is a fluent Mandarin speaker, who has been reporting on China for 25 years. Based in Beijing for most of the 1990s, she covered the 2008 Olympics and has presented many of the BBC’s flagship news and current affairs programmes.

Talking Business – Can China Produce Global Brands?

October 18th 11.30am

October 19th 11.30pm

China is known as the world's manufacturer – making products for a range of Western giants from Apple to IBM. But it is no longer just the world's workshop – it is growing its own global companies – organisations with ambitions to become world beating brands. One of those is Huawei. In just 25 years it has grown from a two room operation in Shenzhen to become the world's second biggest telecoms company.

The BBC's Chief Business Correspondent Linda Yueh explores whether Huawei has what it takes to innovate and to take on the world.

Linda is the presenter of weekly business program *Talking Business with Linda Yueh*. She is particularly interested in the emergence of China as the world's second largest economy, and unlocking what it means for the global economy.

CEO Guru: China's Billionaires' Club

October 25th 8.10pm

October 26th 8.10am, 1.10pm

Since the economic reforms of 30 years ago, the transformation of China has been astonishing - the country is likely to soon have the world's biggest economy. But the construction of this giant economic powerhouse did not happen by magic.

Before the liberalisation that began in the late 1970s and early 1980s, Communist rule in China meant that large scale commercial activity had been mostly absent for decades. A great act of innovation was needed – the rebirth of the business sector.

Much of the burden of expanding the economy was carried out by China's vast array of state-owned enterprises. But there were private entrepreneurs too – and for many of them the going was tough. The lack of basic infrastructure did not help; nor did prevailing social attitudes at the time, with some entrepreneurs feeling that they were looked down upon by others.

In this programme, Steve Tappin takes us inside the hidden world of the club for China's business elite. It also tells the story of the rise of business in China over the past few decades, both through the eyes of its members, and through those of some of the other leading entrepreneurs who have helped to build a new business culture.

Steve Tappin is an author and management expert who specializes in coaching the CEOs of many large international companies.

Talking Business - China's Creative Industries

November 1st 11.30am

November 2nd 11.30pm

Does China have what it takes to rival the bright lights and glamour of Hollywood? Linda Yueh takes a close look at China's burgeoning film industry and visits Hengdian, the largest film studio in the world, to speak to a new generation of film directors and foreign investors trying to gain a foothold in the Chinese film market.

Special vignettes:

CEO Guru: China Special

4 x 4-minute modules over four weeks on BBC World News and bbc.com

What is the secret to breaking into and succeeding in one of the world's biggest economies? Steve Tappin meets some of the most successful business leaders in China to uncover key insights, discuss major issues in business leadership, and share their compelling stories about how business is done in one of the world's most important economies.

Designed in China: The Facts

1 x 48-second film to run throughout the season

Do you know how much China spends on R&D compared with other countries, or how many patents Chinese companies have filed? Get all the information from our data visualisation.

In Pictures: Designed in China

The galleries will air on BBC World News and be available online

The Designed in China theme will be brought to life throughout the season with a photo gallery created by a team of contributors including the best of our users' entries.

Ends

For more information please contact:

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