



British
Consulate-General
Shanghai

British Consulate-General Shanghai
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*From the Acting British Consul-General
Matthew Forbes*

15th April 2015

Simon Elliott
Garden of Ideas
76 Littlebury Road,
London SW4 6DN

Dear Simon,

I was delighted to hear of your plans to develop the Garden of Ideas in China during your visit to the GREAT Festival of Creativity in Shanghai in March 2015. I wish to assure you of the full support of the British Consulate-General Shanghai for the Garden of Ideas concept and your plans for its development in China.

Garden of Ideas is an inspiring example of the UK's creativity and innovation, and of the UK's global ambition to connect people from different cultures. Creativity, innovation and cultural exchange are at the heart of the ever strengthening UK-China bilateral relationship. This relationship is set to reach new heights in 2015 with the first ever UK-China Year of Cultural Exchange, launched by Prince William, the Duke of Cambridge during his recent visit. The Garden of Ideas has been identified as one of 20 major creative projects which will be supported through this year of cultural exchange; such is its potential to advance creative and cultural links between the UK and China.

I was pleased to learn that your project is advancing well and that, supported by UK Trade and Investment, you have signed a Memorandum of Understanding with your Chinese partners during the 6th China-UK Economic and Financial Dialogue in September 2014, witnessed by China's Vice Minister of Commerce and the UK's Minister of State for Trade and Investment. I believe this cooperation between Garden of Ideas and your Chinese partners will surely help the successful development of your project and is another excellent example of the growing commercial links between the UK and China. I know that UK Trade and Investment will be pleased to continue to assist the development of your business here.

Finally, please be assured of my personal commitment to the ongoing support of your business efforts here in China and my sincere wishes for your success.

Matthew Forbes
Acting British Consul-General Shanghai