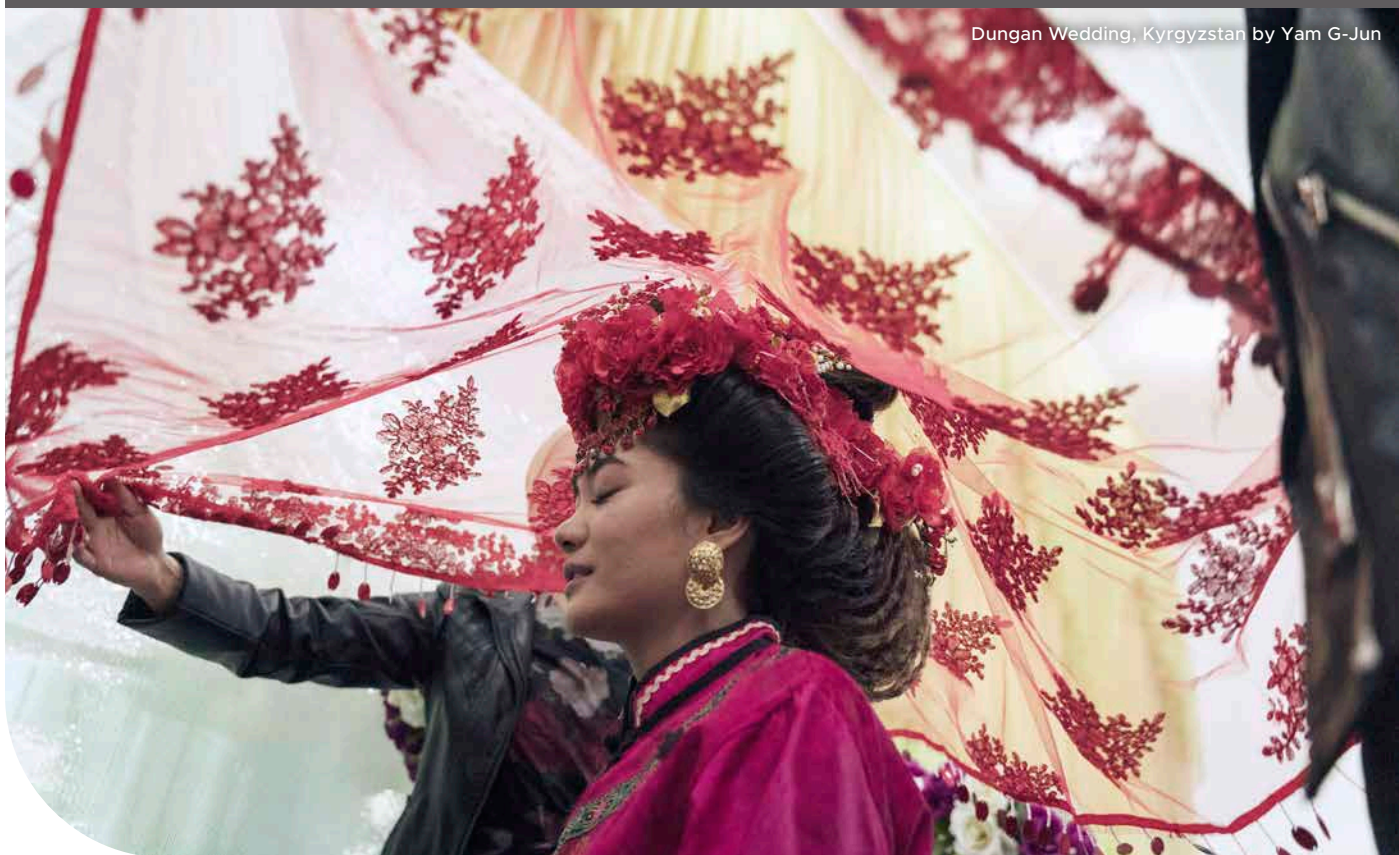




# Yintong talks with...

## a few good women of China



Dungan Wedding, Kyrgyzstan by Yam G-Jun

“Leading up to the opening of the Global SinoPhoto Awards *Culture Identified* exhibition at Christie’s London in January 2025, I took the opportunity to have a discussion with our circle of sponsors. They all happen to be Chinese and all of them are women – they are my heroines.

### Mission

Connecting East and West,

as well as business and culture, has been my lifelong mission and core belief. Through years of involvement in business, cultural and marketing projects, I have come to believe firmly that business and the arts are a perfect union. Culture relies on business support to sustain itself, while business can benefit from the cultural sector by enhancing its reputation with society. At the same time, businesses can use cultural platforms to express their corporate social responsibility, foster goodwill with their existing customers, and reach a new audience. Jointly, the cultural projects, such as our exhibition, will bring people together and enrich our lives.

### Different path

LBM readers may remember my articles on Chinese business entrepreneurs

when I was focusing on the consultancy part of the business. Since 2020, my career has taken a different path. I launched the Global SinoPhoto Awards, an annual photography competition that connects people through photography and promotes photographers internationally.

### Yü-Ge Wang

Now in its fifth year, we are opening a special retrospective exhibition – *Culture Identified* – in January 2025, just ahead of the Chinese New Year. We are partnering with Christie’s London and staging the exhibition at their splendid SW1 premises for the second year running.

As a relatively unknown photography competition, it’s my good fortune to have met Yü-Ge Wang and to have her advocating our awards. The connection is not completely random. She was born in Beijing, brought up in Germany and is

working in London, speaking English, German and Mandarin Chinese fluently. Professionally, she is the first Asian female auctioneer outside Asia in the company’s 258-year history. Yü-Ge is also the associate director at Christie’s, looking after business development and client relationships.

Yü-Ge told me that as an international art business, it is important to understand a variety of cultures to ensure they get the nuances right in their communication and to show respect and understanding for each culture. Her Chinese heritage and European upbringing help to build cultural bridges; showing understanding is of incredible importance in such an emotional and international business such as the arts. Collaborating with organisations such as the Global SinoPhoto Awards is a great way to encourage more dialogue and understanding.



## Winnie Cao

Having an outstanding venue to showcase our remarkable images is an important aspect of our awards activities. Like most art projects, the awards also need financial support to be sustainable. With this in mind, I picked up the phone with a contact of almost 20 years and spoke to Winnie Cao, a partner at Blick Rothenberg. Having lived in the UK since she was a teenager, Winnie understood the importance of promoting goodwill and connecting deeply within the clients' community. Blick Rothenberg became our first sponsor in the second year.

A sterling support in the last few years, Winnie told me: "Our firm places significant value in diversity and inclusion, and has a multicultural team serving international clients. Our purpose is to improve the lives of our colleagues, clients and communities sustainably."

One way of giving back to the community is through sponsoring art and cultural-related initiatives. We are completing our B-Corp journey, which is a great milestone recognising the contributions we strive to make.

## Qingxiao Zhang

For the first time this year, our awards have partnered with the law firm Raymond Legal as our principal sponsor, working closely with its partner Qingxiao Zhang. The law firm was born in the same year as our awards in 2020, and the organisation

has rapidly developed into a real powerhouse facilitating Chinese businesses via its offices in Paris, London and Shanghai.

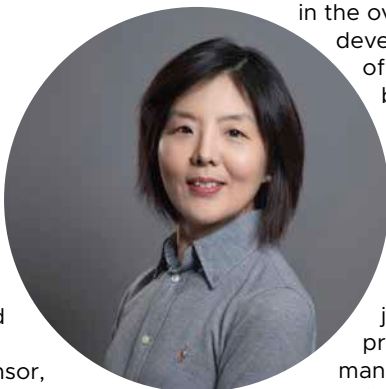


Talking about its decision to support an art project such as ours, Qingxiao says: "Now that we have become more established, we have started

to work on our vision for the future. We want to embrace our corporate social responsibility and integrate into the societies in which we operate. Connecting with the Global SinoPhoto Awards is a great step towards achieving our objectives. Practically, we also feel that working with art and culture projects will help us stand out in the industry; the alignment can also be integrated into our own business culture, encouraging our colleagues to become involved, ultimately enhancing our quality of service and style, and helping us excel further within the industry."

The technological capability and adaptability of client corporations investing in Europe in recent years have seen significant improvement. More international talent is becoming involved in the overseas development of Chinese businesses, and the industry has undergone substantial change. It is no longer just about production and manufacturing; there is now

a higher level of technological innovation, and the international market share is increasing."



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## Advocates

We are fortunate to have these brilliant women involved with the Global SinoPhoto Awards exhibition *Culture Identified*. Their personal connections make them natural advocates for bridging the East and West, while their professionalism in promoting cultural awareness, social responsibility and unwavering loyalty to their

company's vision form the true foundation for realising business collaborations with culture in a logical and effective manner. ”

**Yintong Betser is the founder and managing director of the Global Sino Photo Awards**

**Culture Identified is open to the public 13-31 January at Christie's London SW1**

[www.sinophoto-awards.com](http://www.sinophoto-awards.com)

Global SinoPhoto Awards



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