

Crossing Heritage

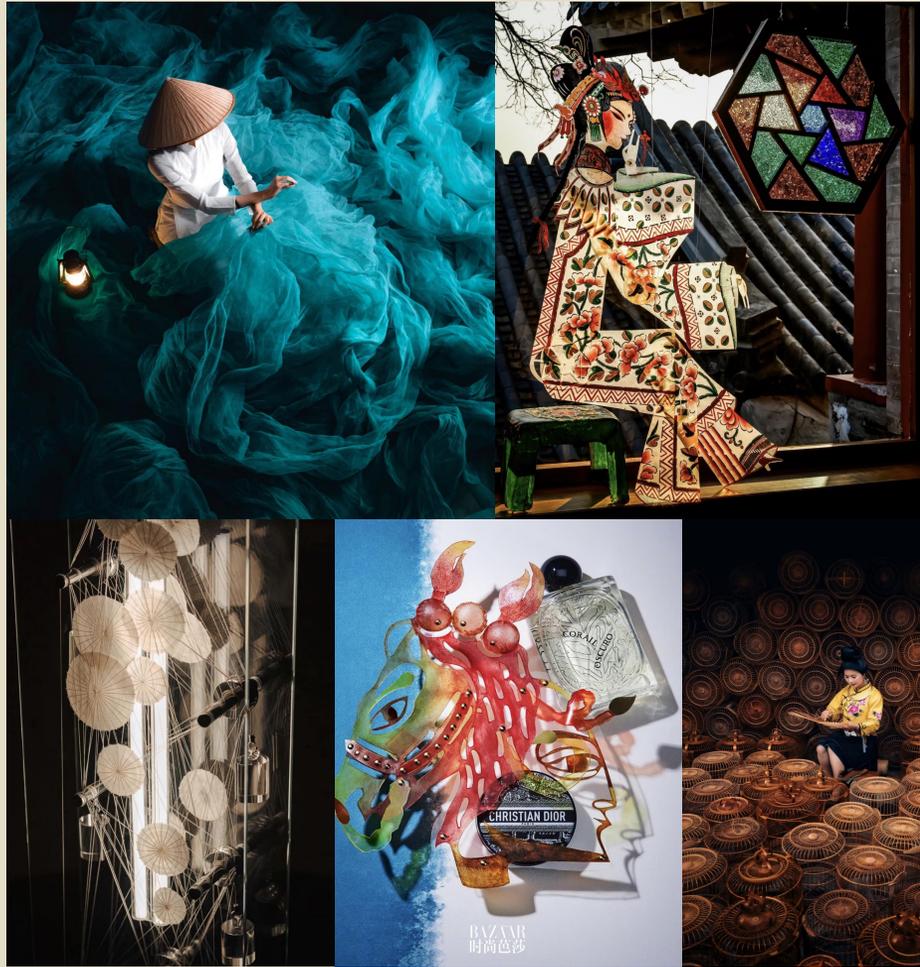
**Building Global Brands and Trade Through Cultural Heritage &
China Localization Strategy**



Crossing Heritage NYC
Speaker: Catherine Lee
Board Director, World Trade Centers Association,
Managing Director , Suzhou World Trade Center)

Who We Are - Crossing Heritage

A Cultural Trade and Brand Localization Platform



What We Do

- Empower brands to enter new markets through heritage-led strategy
- Facilitate creative collaborations blending culture, design, and storytelling
- Connect brands with cultural IP, artisans, and institutions

Our Vision

- To transform cultural identity into a strategic advantage for global brand growth — helping brands cross borders with authenticity, relevance, and impact.

We are where cultural heritage meets market innovation.

The Opportunity

Why Now: Globalization Needs Local Story Telling



Homogenized markets =
competitive fatigue



72% of Gen Z pay more for
culturally relevant brands
(McKinsey report)



Consumers crave meaning,
origin, identity

In a crowded global market, culture creates emotional differentiation.

Why Culture-Led Trade is Rising

**Cultural
Identity Demand**



**Tech:
AR & Blockchain**



**Policy: RCEP
& EU-China CAI**

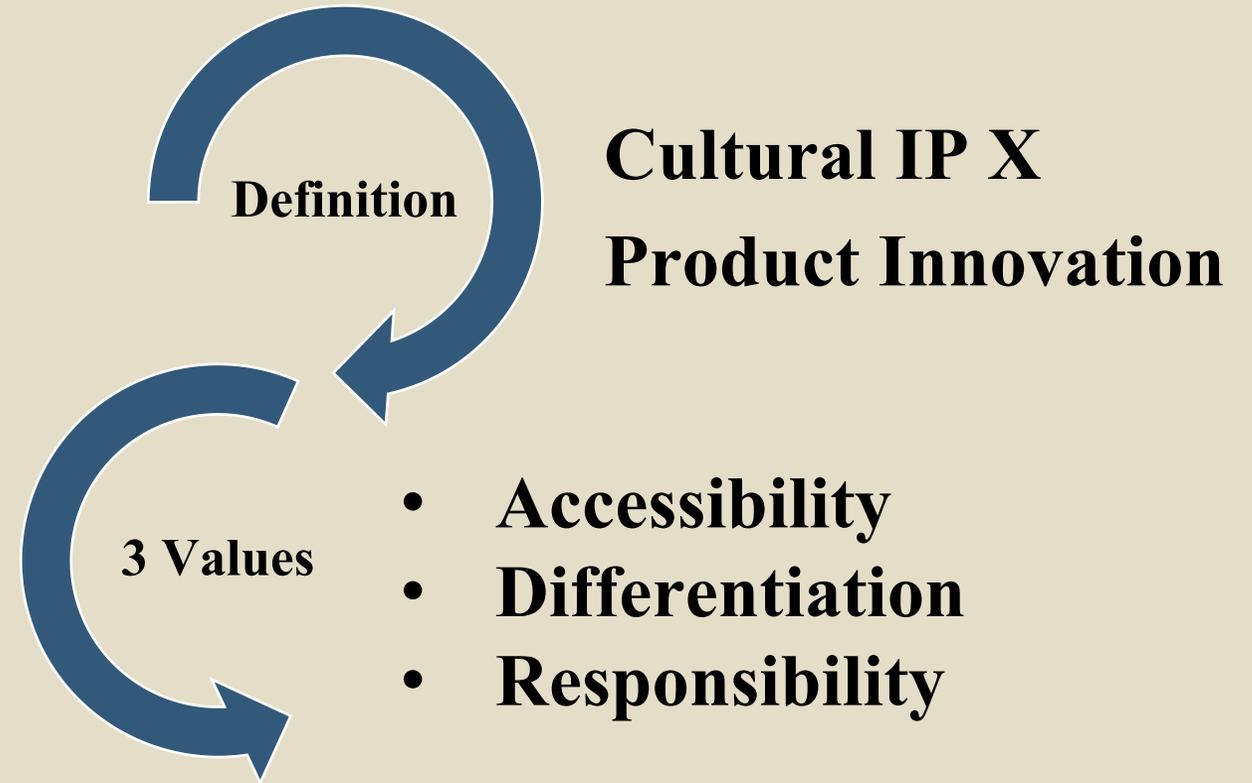


Culture, Tech, and Policy are aligning to create a new kind of global trade.

Our Philosophy: Culture as a Trade Catalyst



Cultural IP Suzhou Embroidery



Heritage is no longer just preserved — it's repurposed for impact.

Our Two-Way Strategy

Crossing Heritage Connects Both Sides of the Market

Global Brands → China

- Deep localization with heritage insight
- Artisanal collaborations & cultural storytelling

Chinese Brands → Global

- Match with international creatives
- Adapt heritage-rich identity for global resonance

We don't just translate — we transcreate.

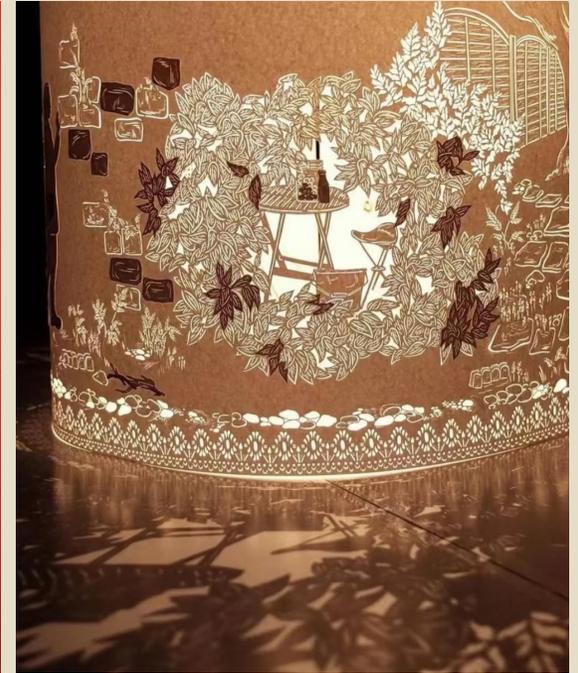


Intangible Cultural Heritage Cases - Suzhou Embroidery



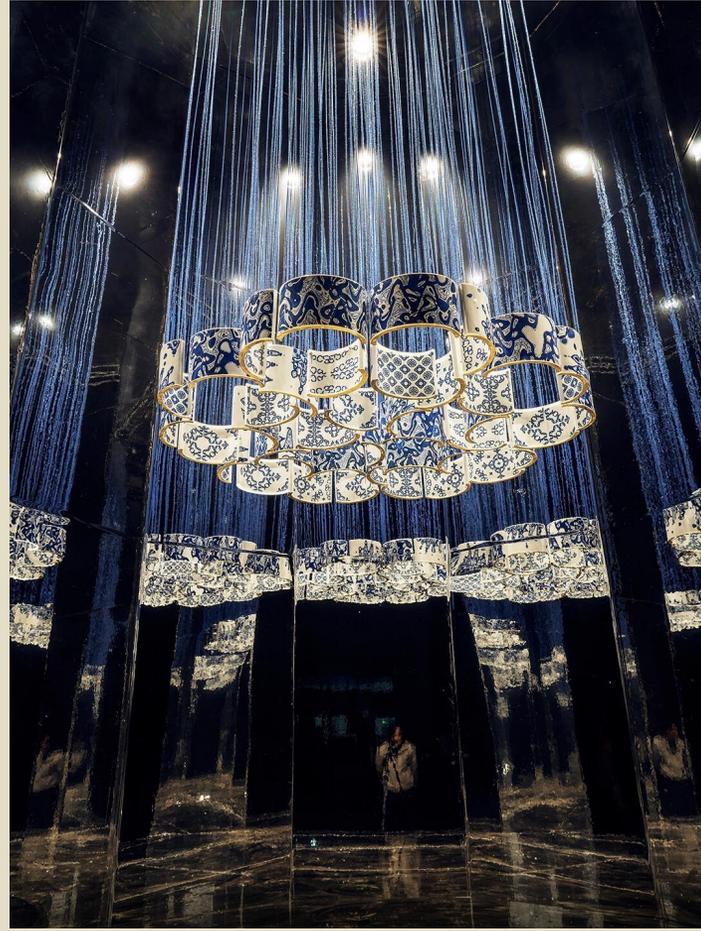
We are where cultural heritage meets market innovation.

Intangible Cultural Heritage Cases - Paper Cutting



We are where cultural heritage meets market innovation.

Intangible Cultural Heritage Cases - Porcelain



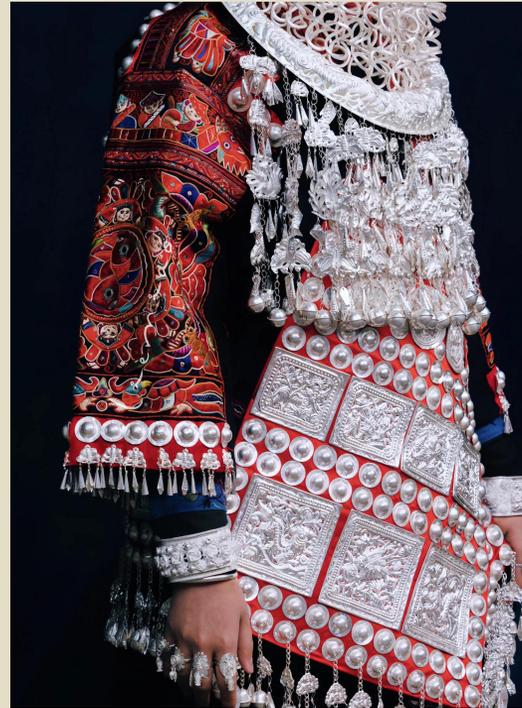
We are where cultural heritage meets market innovation.

Intangible Cultural Heritage Cases - Ceramics



We are where cultural heritage meets market innovation.

Intangible Cultural Heritage Cases - Miao Silver Adornments



We are where cultural heritage meets market innovation.

Intangible Cultural Heritage Cases - Shadow play



We are where cultural heritage meets market innovation.

Global Examples

How Culture Drives Commerce Around the World

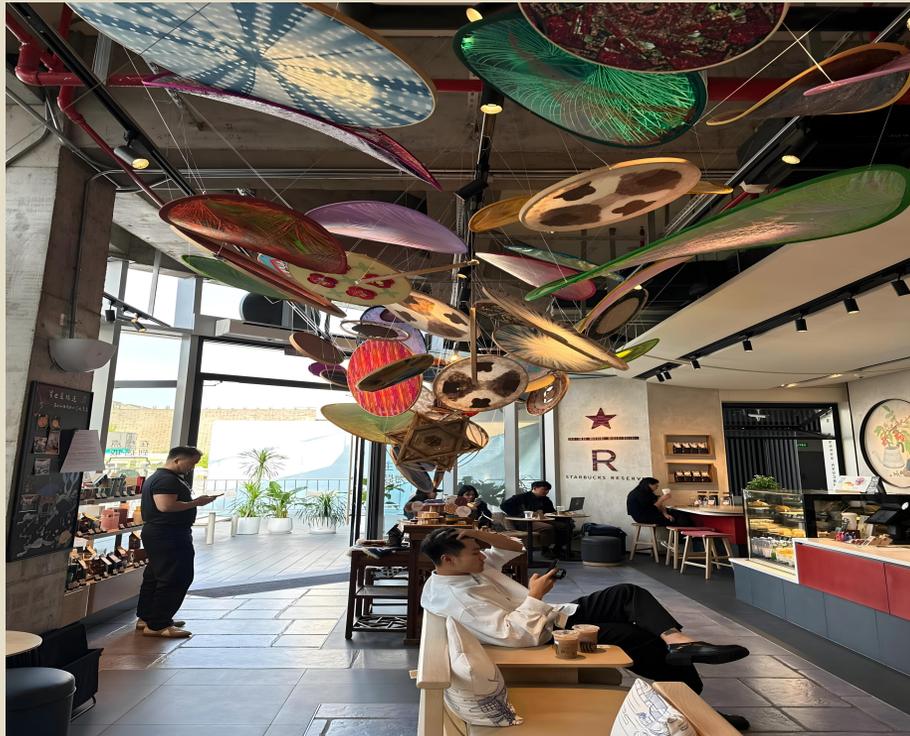


Hermès & Lyon Silk Atelier

Gucci & Sicilian Embroidery

Global Examples

How Culture Drives Commerce Around the World



Starbucks Intangible Heritage Store
(+40% traffic)

L'ORÉAL
PARIS



L'Oréal & Miao Silver
(sold out in 3 minutes)

Cultural relevance isn't just a story — it's a growth strategy.

Global Examples : How Culture Drives Commerce Around the World



**Beijing Palace Museum Cultural and Creative
x L'Oreal Lipstick (€12M in sales)**

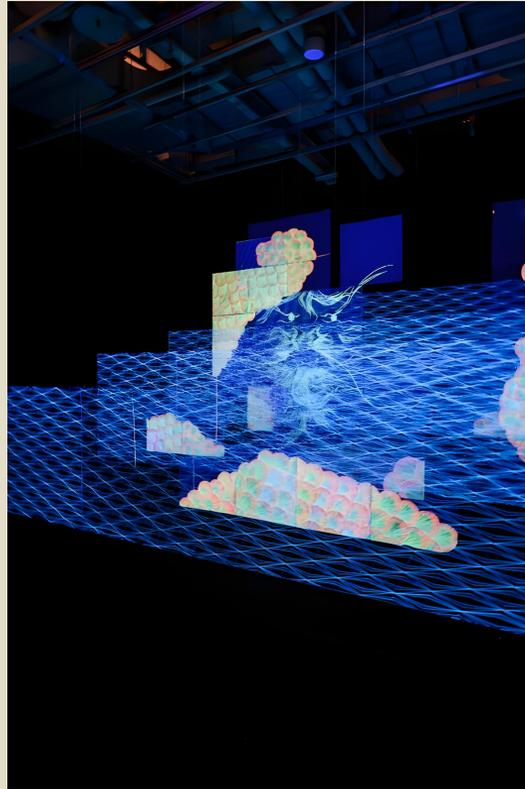
**Li-Ning Dunhuang Collection (New
York Fashion Week +220%
popularity)**

When Chinese Heritage meets global design, the world pays attention.

Local Innovation in Action



**Master Studios x
Brand Labs**



Shu embroidery database



TSUTAYA collab

We build ecosystems where culture, commerce, and creativity converge.

Local Innovation in Action



**Yangtze Delta Network
(100+ artisans)**



Bonded warehouse access



Dior's silk flowers

We build ecosystems where culture, commerce, and creativity converge.

Legacy & Long-Term Value

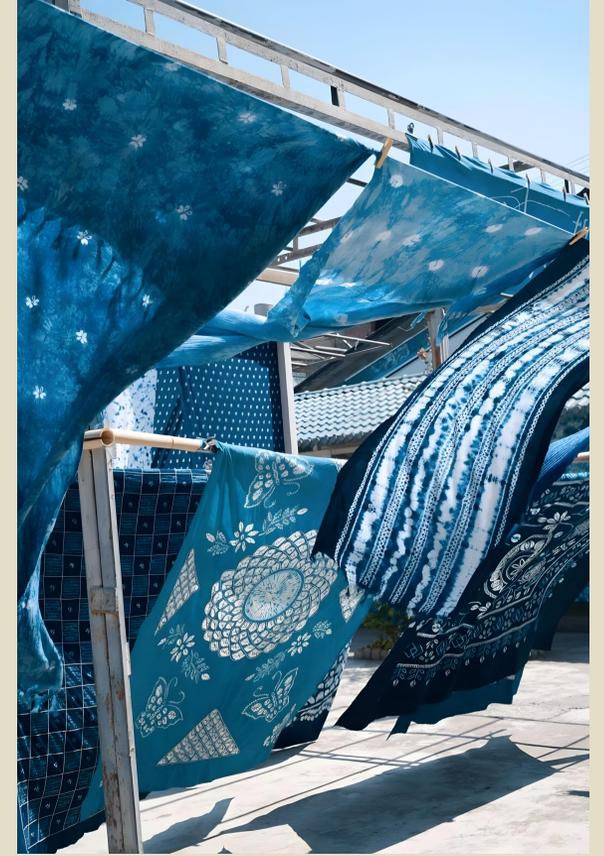
Beyond Revenue: Cultural and Social Impact



Increase brand equity through authenticity



Support urban revitalization, (e.g., Shanghai Yuyuan)



Empower communities (+65% employment in Yunnan tie-dye)

Cultural trade builds both economic value and human legacy.

Crossing Heritage: Cultural Accelerator for Brand Expansion

600+ Cultural IPs in our database

Co-creation incubator for brand collabs

Cross-border exhibitions & cultural trade events

Operate cultural retail & activation spaces

We turn cultural capital into market opportunity.



Resources & Opportunities for Partners

Opportunities: Offer unique storytelling solutions to build stronger connections with Chinese consumers.

Resources We Need:

- **Trade Companies: Partners with established trade operations in China.**
- **Manufacturers: Companies with products ready for the Chinese market.**
- **E-commerce Platforms: Online retailers looking to expand their presence in China.**
- **Logistics Providers: Partners to support seamless supply chain management.**
- **Market Research Firms: Experts providing insights into Chinese consumer behavior.**

Client Benefits:

- **Enhanced Brand Appeal: Use cultural storytelling to resonate deeply with Chinese consumers.**
- **Market Growth: Achieve significant growth and loyalty in the Chinese market.**
- **Risk Reduction: Our expertise helps navigate cultural and regulatory challenges**

Let's Collaborate

Empower Your Brand with Heritage



Email: Catherine.lee@fandtgroup.com



世界贸易中心®
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SUZHOU · 苏州

**Let's co-create your cultural strategy
and bring your brand to life through
heritage**

Crossing Heritage – NYC / Nanjing / Suzhou / Ningbo / Tsingtao