

### **Dominic JOHNSON-HILL**

Dominic is the Founder and Creative Director of Plastered 8, a street fashion brand that takes iconic imagery from China's streets and celebrates it with unique and interesting designs. He has lived in China for 22 years, first arriving in the early 90s as a back packer with 300 USD and no plan.. For Dominic, exploring is a part of everyday life. Having dropped out of school Dominic left England at age 17, he has traveled the world extensively and takes inspiration from this road of discovery. Dominic speaks fluent Chinese and is a recognized TV personality. He won British entrepreneur of the year in China in 2008 receiving his award from Prince Andrew. He has also made name for himself in China as an inspirational public speaker, addressing University audiences, businesses, and NGOs.



Dominic talks about how your perceived weakness at school become your super powers in the entrepreneurial journey.

### **Jade GRAY**

Jade left New Zealand for China in 1996 with a pair of skis, a smattering of Mandarin and a dream to make it in the worlds fastest growing market. He returned in 2015 fluent in Chinese, the owner of an Award Winning Restaurant Group and enough battle scars to take a lead role in *Full Metal Jacket*.



### **Dirk ESCHENBACHER**

Dirk is a designer, marketer, adman and digital producer. He works between technology, marketing, branding and design.

In 2012 his partners and Dirk started ZANADU, the premiere high-end travel website in China. They curate the world's most amazing luxury and boutique hotels and other inspiring travel experiences to Chinese travelers. Dirk's role at ZANADU is brand- and visual direction, brand communication and innovative marketing programs. Amongst many many other things.

Dirk is also a partner in China's best venue for live music, Yugong Yishan and he rides his motorbikes whenever the Beijing air quality permits.

