

Navjot Singh

Professional Copywriter, Editor
and Content Manager



- A former award-winning Electronic Engineer, Navjot started his career as a Marketing Manager with Philips Electronics and later with Huawei Tech
- Author of three travel guidebooks to China
- APAC Luxury Travel Editor at Traverse (bought by Travelzoo.com), Senior Content & Strategy Manager at Walt Disney, Pearson Inc., magazine publishing business, & world leading e-commerce site, Alibaba.com
- Professional Journalist who has written for trusted worldwide media outlets, incl. UK Daily Telegraph, China Daily, BBC World Service, London Evening Standard, FT.com and many others

Education



A-Levels (High School)



Certificate in Supervisory and Management



MEng (Hons) Electronic and Software Engineering

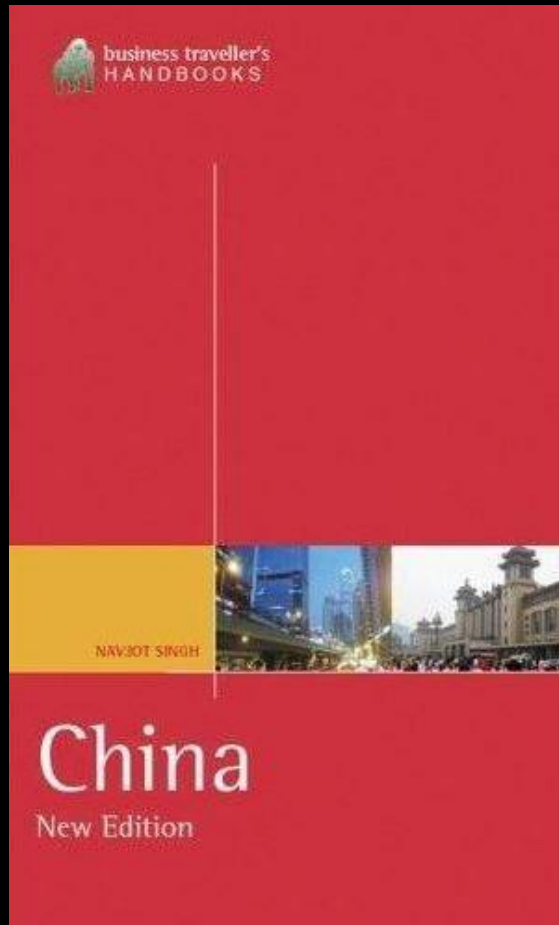


Certificate in International Management



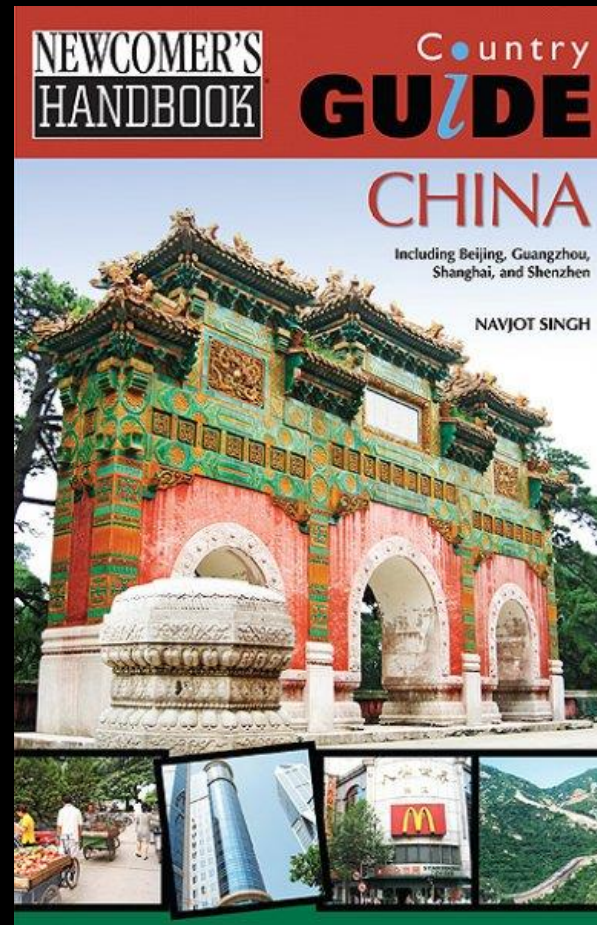
Diploma in Creative Copywriting

Published Author of Travel Guide Books on China



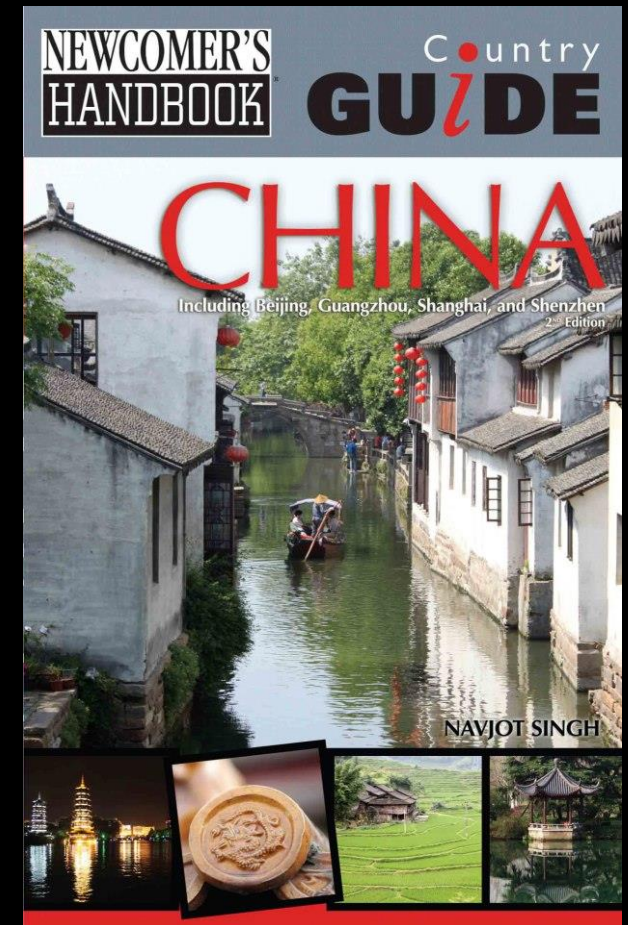
Year: 2009

Publisher: Stacey Intl. (U.K.)



Year: 2008

Publisher: First Books (U.S.)



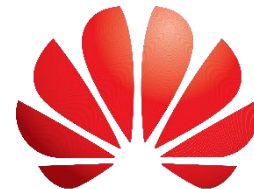
Year: 2012

Publisher: First Books (U.S.)

Some Of The Clients I Have Worked With



SAATCHI & SAATCHI



HUAWEI



Emirates



Aviation Media Owners Hospitality PR Agencies Media Agencies Publishing

Adapting Copy For the Mobile and Digital World

- Over 17 years solid proven track-record of creating quality engaging content that drives results and enhances user-experience
- A deep understanding of Western and Asian audiences (Esp. China, Hong Kong and SE Asia)
- Global mind-set: over 12 years living and working as an expat in China, one year in Switzerland and a year in the UAE.

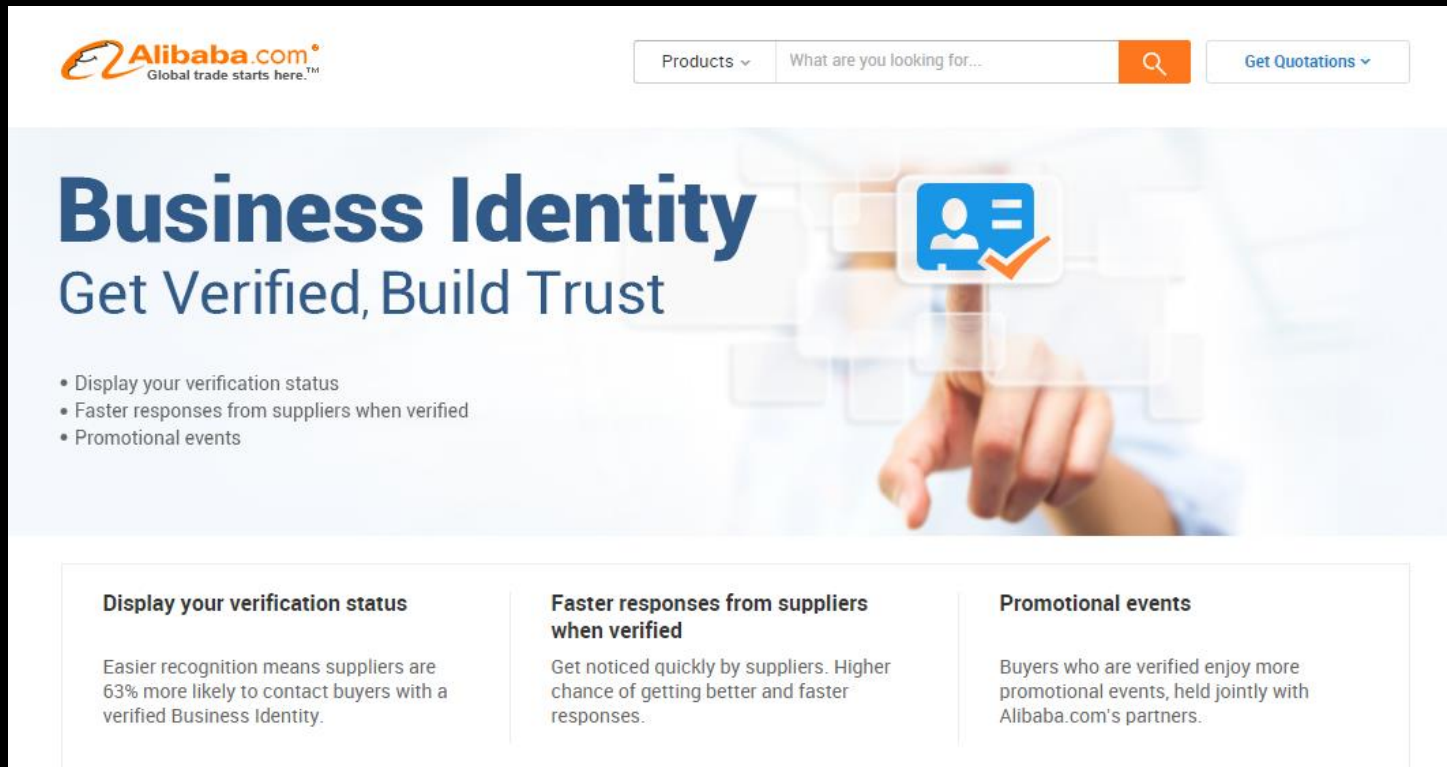
Yes, case studies, white papers, banners, eDMs, rich media, sales brochures, feature articles, blogs, web pages, product sheets, thought leadership, training PPTs to train clients on digital, mobile and social media. Being in journalism, I enjoy research and interviewing.

Two Big Questions I Get Asked:

Q2: Do you write about technology?

- I have been writing about information and communication technology since it was still just computers and there was no internet. I remember when convergence meant voice and data networks
- I have just finished writing copy and video production for the world's best and largest commercial drone maker, DJI Technologies. I have written extensive technical copy for Philips and Huawei.
- I understand virtualisation, big data, storage and archiving, consolidation, target operating models, 4G, business agility and mobility, CRM/ERP integration all the other things that are happening in tech at the moment.

Clear & Concise Website Copy

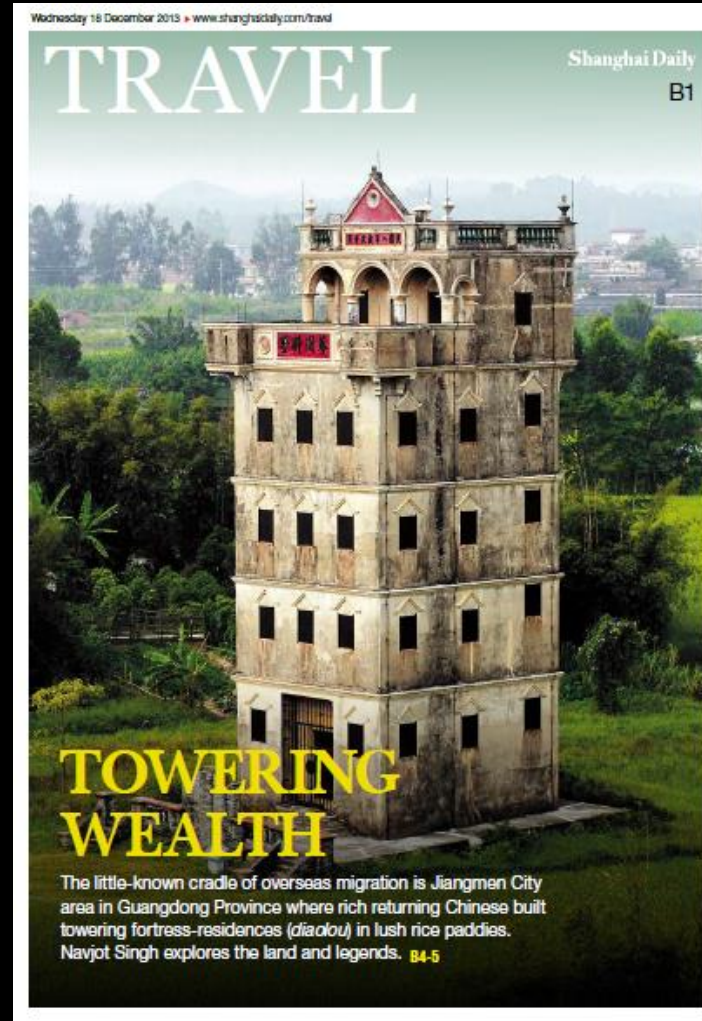
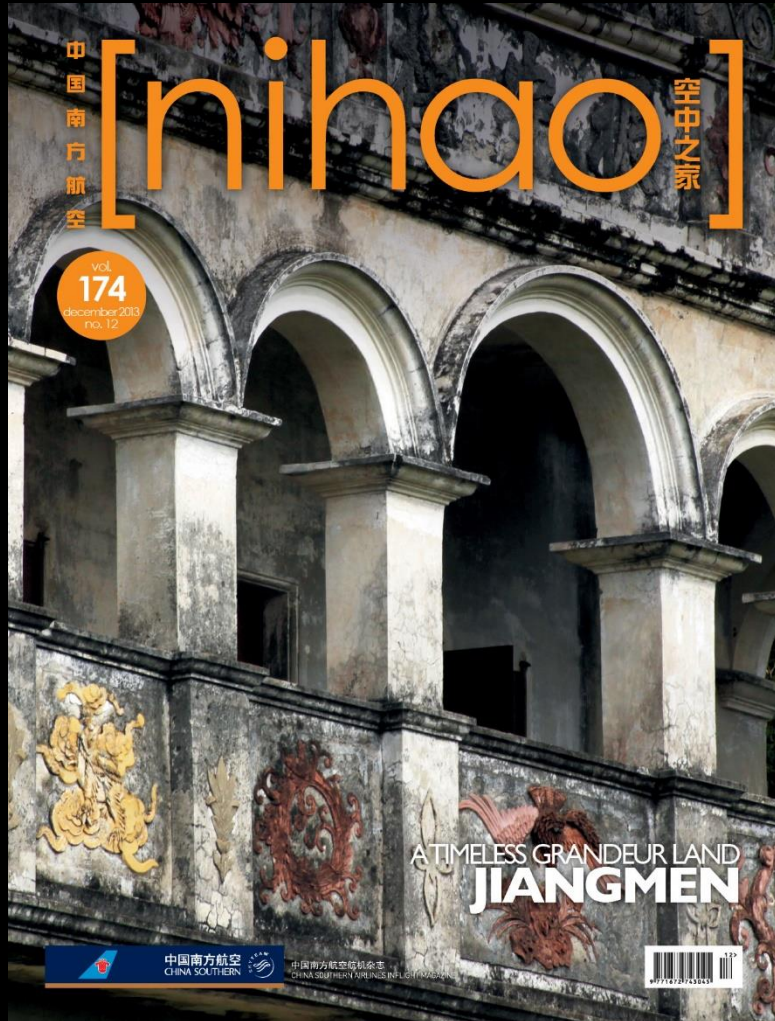


- This is something I conceived for Alibaba.com, the world's largest e-commerce platform
- It works on mobiles too (on both Western and Chinese social platforms)
- So I do work that clients like, which makes life a lot easier when you're an Account Director or UX-Director



- I still have a thing about direct marketing. Clients like it when they can see their marketing working
- This is a piece for Disney English (Walt Disney) as part of a marketing campaign to increase brand coverage in the Chinese market
- Copy mine, working alongside the marketing team at Walt Disney HQ in Glendale and in Shanghai (images © Walt Disney)

Global Travel Coverage (Print and Online)



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Expat Life



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Mind your manners in expat bars

Foreign expats in China are, on the whole, given quite a lot of respect and status by the locals – almost a VIP treatment. But it would be difficult for anyone to assess how foreigners are actually seen by the Chinese. It's a difficult concept to master, one which cannot be answered by any expat.

Even if your heritage is Chinese, you would be somewhat of a misfit in Chinese society because you have lived in Europe, America or any other non-Chinese environment; just as I would be a misfit in Indian society as I have had a very British upbringing.

One thing that does frustrate the locals is the sort of arrogant colonial behaviour of some foreign expats from Europe. This is most apparent when you enter expat bars or an expat enclave in China.

I have my fair share of anecdotes of being on the receiving end of discrimination from white expats (irrespective of their country of origin) simply because they see me as Indian.

One example is Hong Kong, the former British colony on the border with mainland China, where Africans, mainland Chinese and South Asians are still discriminated against for various reasons; and where it would prove tricky to get a white collar job if you are not a native Hong Kong Chinese or white. Shekou is a classic example of an

Some foreigners create a less than favourable impression in China, says Navjot Singh

expat ghetto in China. Located in the south-west of Shenzhen (the Chinese city bordering Hong Kong), the city is home to around 8,000 expatriates from all around the world. Most are professionals working in the oil, gas or manufacturing industries. Some are English teachers, while others work on oil rigs offshore in the South China Sea.

Earlier this year, I went into a British expat bar in Shekou. Normally after work, I would go straight back to my home. But it was Friday, and I happened to be in this part of town. I decided to pop in for a quick pint.

As soon as I put my foot inside the building, I noticed that the atmosphere was no different to what I would encounter in, say, Leeds, Manchester or Newcastle. There was a large Union Jack plastered against the wall with stickers of all the major football clubs and pre-recorded footage of a Premier League football match playing on the television. Even the bar tender (who somewhat resembled the Chinese basketball star, Yao Ming), was wearing a

Manchester United shirt. It really had that strong feeling of, yes, I am in England.

Just as I was about to order my drink, one of the three rather intoxicated gentlemen sitting next to me asked in a strong Yorkshire accent "Where are you from then, mate?"

"London," I replied, to which he reeled off a long list of reasons for not returning back to the UK. I was surprised that he even took time to talk to me, considering his xenophobic views.

To add to the shock, halfway through the conversation, he turned around to the Chinese bar tender and ordered another drink, using abusive language.

Sadly, the bar tender gladly gave the gentleman his drink with a smile, without knowing what he had just been called by his discourteous punter.

What really confused me was that on one side you had these expats openly conversing in abusive language about Asians (Chinese, Indians etc) and Africans, yet at the same time they had their arms around young Chinese girls (who did not speak much English).

I have come across this scenario quite a number of times during my stay in China. It is more apparent when you are living and working in China, and not when you are a tourist (as a tourist you don't get to experience everyday life). The other



Language is often the cause of conflict between expats and locals

place in China famous for such loud expat bars is Shanghai, especially around the exclusive Hua Hai Lu part of the metropolis – Shanghai's equivalent to London's west end.

People forget that when we are outside of our own country, we automatically become the "flag" carriers, and everything we say or do can make others think of questions such as: "Is this how British people behave?"

This becomes all the more apparent in parts of the world where the locals may not have come across

many people, even from outside of their villages.

From mine and some other expats' experience, I believe the common thread, so far as western European people are concerned, is ignorance of the local language. It's the inability to communicate that facilitates the rude behaviour.

As one local Shanghai native pointed out to me one day: "Generally, when foreign people go to Europe, they are not treated like VIPs. However when foreigners come to China, they are treated with respect and a 'red carpet' treatment wherever they go."

It goes without saying that living and working in an environment that is completely different to the one which you are accustomed to can make you go completely mad at one stage or another.

But this does not justify expats abusing the local culture or taking advantage of the of naive locals, who are not familiar with our culture.

Expats should adapt themselves to the local environment, and not vice versa.

Navjot Singh is the author of Newcomer's Handbook Country Guide, China: Including Beijing, Guangzhou, Shanghai, and Shenzhen (Firstbooks, USA), and China: Business Travellers Handbook (Stacey International, UK)

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Aerial photographs of Niagara Falls by Navjot Singh



Navjot Singh, a British freelance journalist and photographer, took these beautiful aerial photographs of Niagara Falls recently

Picture: NAVJOT SINGH

EVENING STANDARD MONDAY 2 JUNE 2014



Dusk in the city of sights

AS THE days get longer, dusk in the capital is becoming ever more enchanting – and the city's landmarks are taking centre stage.

Photographer Navjot Singh has caught some of London's most stunning evening scenes on camera.

In one shot, the lights of the Gherkin seem to twinkle, far left, while The Shard's pointed tip – 1,004ft up – stands out white against the darkening backdrop, right.

Standing on London Bridge, left, lights from nearby buildings cast bright beams across the Thames, while in the City, the dome of St Paul's sits proudly amongst the modern office blocks, set against a fiery orange sky, above.



Get in Touch

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