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

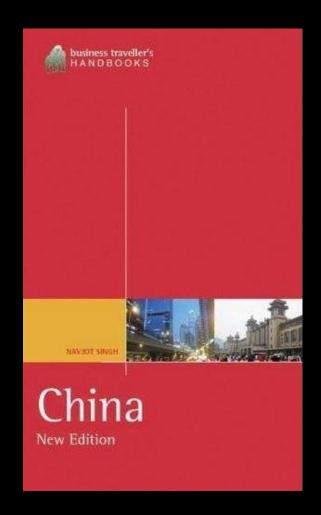


Certificate in International Management



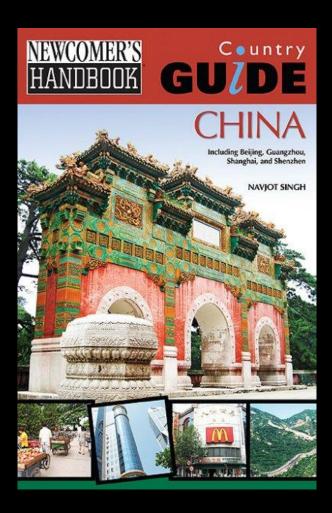
Diploma in Creative Copywriting

Published Author of Travel Guide Books on China



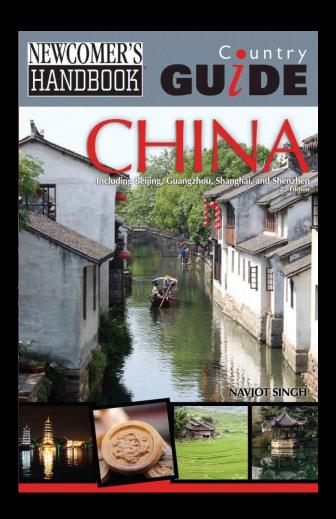
Year: 2009

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







Shenzhen Daily



































English First





























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 userexperience

 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.

Two Big Questions I Get Asked:

Q1: Can you write long copy, Navjot?

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.

BEST PRACTICE

Perfect landing

THE MOST IMPORTANT, BECAUSE THIS ISWHEN IT WILL SCOPE OUT THE TERRITORY AND CHOOSE A BUSINESS PARTNER, SAYS NAVIOT SINGH

the new surrounding

Knowing some of the major busi ness principles that can determin the difference between success and bot into an emerging market.

fore, executives need to work out how kets work (or don't work) in the targe

challenges, but they can be addressed ough, well prepared and well whole range of advice provided by the home country's trade and indusand orners as well as other corns

worked in the best country

out about the local market Check there. Hire a local lawyer or investig partner company is in good standing ties. If the destination is Pune, India a lawyer in New Delhi or Cape Town best to find someone you can trust ducts business.

One of the most central concern faced by Western businesses making strategic decisions in emerging mar-kets is obtaining accurate market

markets. In developed economies, the

uch that businesses have often beer operating in their economies long nderstanding and acceptance of

In comparison, the market infor-nation structure in emerging onomies is moderately frail. In ocialist societies such as China, ibr cample, workers cannot form ind endent trade unions in the labour arket like in the West, which affects care levels. Sound advice like this is eless before entering markets oth as China.

illiar with their industry markets in merging economies. It is vital that ers into emerging markets d not just look for advice from their rement consultants as the view from the Ivory towers in Mexico City from the reality on the ground in, say ight at the end means getting it rigi nuclal to sucress

he quality and reliability of the ocal partner are two key compo ients of success in an emerging narket. Prior to commencing but ness with anyone, first establish hat precisely is needed from then reign companies need a local part operative and trustworthy. The ust also have a global mindset

The legal systems in emerging narkets are often in line with interna ional standards or with Western laws, Local laws are often biased wards their governments and absent from free markets. Court cases an take months, if not years, and

Form takes profesonce over sub stance in ways completely unfamiliar to those in developed economies. One minor methodological miscue on the

is right to sue the local partner late may even lead to the foreign compan seing expelled from the country while its assets remain.

by have political connections. Usually not to be engaged politically for any an prove to be risky for the executive

iential partners because if they are itimate and want to work with you r the long term, they will expect you and think nothing of your wanting ical. If may also be very useful to have our own people on the ground, lead ng, training and instructing the local aff on business methods, business thics, efficiency and quality control

Another approach is to have one scal manager working alongside an ions and avoid any cultural differ.

Recareful and know the local he mentry The exclest way for a local set is for the commany to engage in omething illegal, although in some ases that may not be deemed 'illegal n the company's home country.

north by patience

or task takes twice as long in the will take at least ibut times that in n the fact that the emerging marke tosts will treat a foreign executive ooth as a businessperson and a profes ional coach because they will want to earn about how the company oper ates in Western economies.

For the foreign executive, attence will be tested to the limit, nanage a start-up from scratch. But lance because it could take many market information configuration is — foreign company's part might negate — months before there is any sign of

nuruging eneging maries sutinemethal langes.

anvanded legal cases, which can take along time in most merging merket countries. Reparation invitally imports

return on importment the the business. I practice to enter markets that well On a personal level, it is important that a foreign executive relocating to an emerging market expects things to be very different from the norm in the home country. Engaging in business in an emerging market means taking nothing for granted because the things a Westerner is accustomed to or any chall-re comillers that one is the emerring market College shock

ences can also present major barri ers for foreign investors to do business successfully in emerging entering China, language and or barriers outside the hig cities

sonal lifestyle, but the corporate one

to find the balance to lead a successful

in emerging markets. Senior decision

o countries which may or may ering into joint watures or b oliow that China is an open ecor mes foreign importment, but the erause of the half-hearled recen

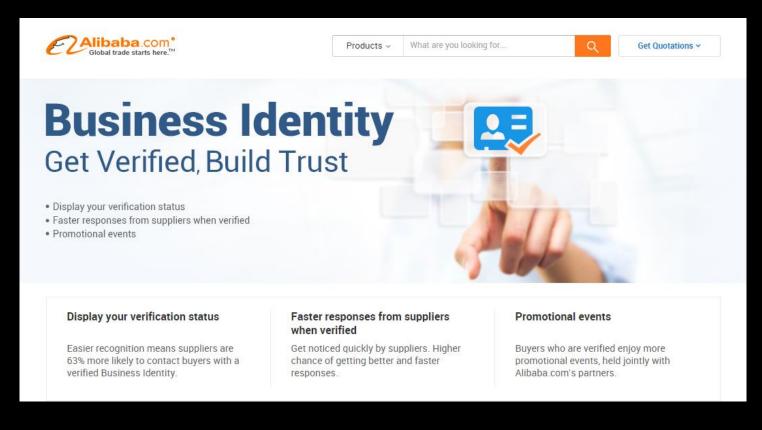
Engaging in best practices in an erging market will differ from contry to country and depends or local market conditions and culturn or example, even though it is easier nce in China than in India, the has over China is that the local execuivis are more 'internationally awar an their counterparts in China, and his will make things easier for Western executives.

Two Big Questions I Get Asked:

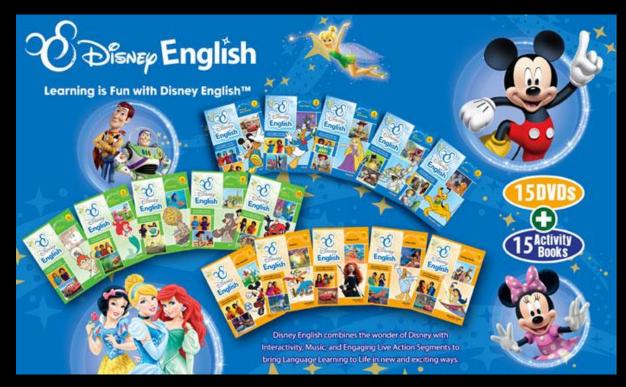
Q2: Do you write about technology?

- 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

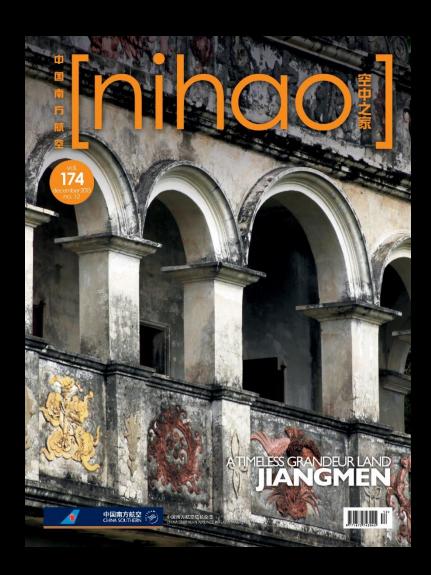


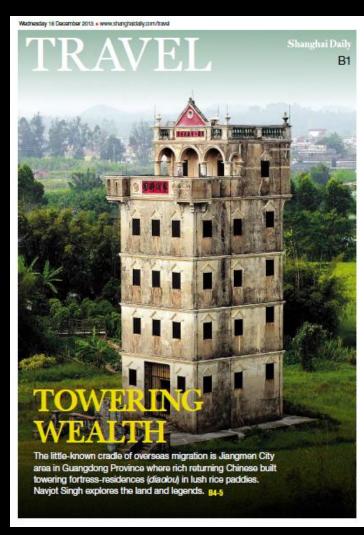




- I still have a thing about direct marketing. Clients like it when they can see their marketing working
- This is a piece for Disney English (Walt Disney) as part of a marketing campaign to increase brand coverage in the Chinese market
- Copy mine, working alongside the marketing team at Walt Disney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

Global Travel Coverage (Print and Online)







are truly inspirational figures, both of whom have as a team. Without her support and perseverance I remarkably not only captured the whole of China would never have amassed such a colossal cache of through their lenses, but have also backpacked images." extensively together throughout India for over a year.

While Tom has always been a world traveller, time she had left China, and is nothing short of an inspiration to her.

The couple's romantic journey began two years we certainly are atypical." after Tom's arrival in China while they were both of the world's well-heeled photoics malets would have in Southern Orises for over a week," said Carter.

Carter, originally from San Francisco, and Hong trouble finding? Whih, that's where Hong Mei came Mei, a native of Wuxi in China's Jiangsu Province, into the equationit says Carter, "We worked together

At the beginning of 2009, Hong Mei and Tom embarked on their Indian journey. They encountered having backpacked around Cuba, Mexico and occasional hardships, such as being briefly detained Central America before arriving in China for the first without charge in Mumbai, and Tom not acclimatising time in 2004, Hong Mei's journey to India was the first well to the elements, but the couple were determined to complete their goal. "We wouldn't necessarily class curselves as a 'unique' couple," laughs Carter, "but

Their journeys together to the farthest corners of working for an English training school in Beijing. Tom India included a visit along the India-Pakistan border, then left Beiling to go travelling across China alone. and an extensive tour of numerous Magist-controlled which is when he started taking his photography villages in Orissa. "At one point, we actually got caught seriously. But how could he travel to remote villages right in the middle of a Naval-organised strive, which and visit so many elusive ethic tribes that even some effectively shut down the entire transportation network

Having travelled extensively across all of China's 33 provinces and successfully succeeding in circumnavigating over 56,000 kilometers during a 2-year period, the first foreigner on record ever to do so, Tom Carter, a superlative photojournalist and "old China hand", along with his wife, Hong Mei, are a bit of a rarity when it comes to couples.





 Text by Navjot Singh . Translation by hone

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Mind your manners in expat bars

oreign 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 gentleman 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 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 naïve 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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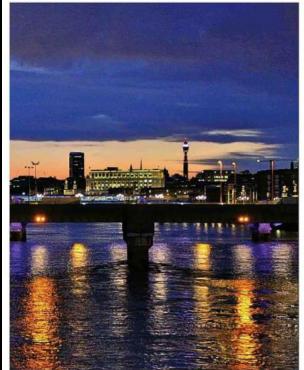
Aerial photographs of Niagara Falls by Navjot Singh



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 Mavjot 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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