



Scribes of the Orient Ltd – Asia’s Boutique Content Consultancy The Company Lowdown

Intro

Scribes of the Orient is a content and media services company with bases in Hong Kong, Shanghai and Kuala Lumpur. So, what does that mean? Well, content remains king, and we create and manage content in all its guises. Scribes works on an eclectic mix of media, marketing, research and corporate communications projects in China, Asia and around the world. Here’s just some of what we do:

- Technical writing
- Commercial copywriting
- Features and editorial content
- Editing and proof-reading
- Bespoke research
- Publication management
- Online content consulting
- English/Chinese translation

Us

Scribes of the Orient was founded by two experienced Asia-based publishing and marketing professionals: Oxford-born Gary Bowerman and Sydneysider Amy Fabris-Shi. Our team comprises experienced writers, editors, translators, designers and online and offline project specialists.

Work

There are two main aspects: 1) collaborating with publishers on content creation and delivery; and 2) assisting multinational companies, PR and marketing firms on pretty much any media and communications project they care to throw at us.

Case Studies

Scribes works on an eclectic menu of projects. Here are some recent selections:

Copy Editing

- Official China magazines of Hilton and Kempinski Hotels
- Kee Club Shanghai membership brochure
- Grand Hyatt Tokyo wedding book
- Mercedes-Benz Arena company biography
- Natural Beauty brochure and voice-over materials

Media/Communications Materials

- Peninsula, Fairmont, Jumeirah, InterContinental and Hilton Hotels
- DVP China launch
- Playboy Macau
- Art HK 2010
- CitySuper Shanghai 'You Be The Chef' Recipes

Technical Writing

- eFinancialCareers The Banker’s Relocation Guide Shanghai
- Suntech corporate brochure
- Commercial reports for Shanghai Business Review
- Wheelock Square tenant charter
- Investment proposal for Boulow Art Gallery, Shanghai

Publishing Management

- Shanghai, Beijing and Singapore Shopping & Culture Highlights Guides
- Citi China bilingual quarterly staff magazine
- ZAGAT Survey Shanghai
- Former editors of Shanghai Business Review and Asia and Away
- ASTA magazine and annual conference publications

Online Content

- Website text for RUSH sports investment agency
- MSN.com expert contributor
- Mr and Mrs Smith Boutique Hotel Directory
- Online contributors to Concierge.com and BusinessTravelConnexion.com
- Turner Productions website consulting

Commercial Reports

- Citi China CSR report
- Colombia, Ecuador & Wallonia investment magazine supplements
- India v China infrastructure update for Jones Lang Lasalle
- Mintel Report on backpacking trends in Southeast Asia
- Historical research for Fairmont Peace Hotel, Shanghai

Media Articles

- Bullet the Blue Sky: After the Civil War in El Salvador – CNN Traveller
- Creating the Hotel Brand of the Future – Business Travel Connexion
- Hongqiao Reborn: New Life for Shanghai's First Airport – Business Traveller
- Sound Assets: Masterpiece Music Trusts – Pinnacle
- Hangzhou Heats Up – New York Times T Magazine

Clients

Scribes of the Orient works with companies across Asia and worldwide, including:

Art HK
Bing Design
China Works
Citi China
GHC Asia
HLD Events
Illy

Impact Asia
Jones Lang LaSalle
Pace Communications
Suntech
Tesco
Turner Productions
Wharf Holdings

Our specialist travel and hospitality team has collaborated on projects for:

Abercrombie & Kent
American Society of Travel Agents
Banyan Tree
Fairmont Hotels
FCm Travel Solutions
Hilton Hotels
Hullett House, Hong Kong
Hyatt Hotels
InterContinental Hotels

Jumeirah Hotels
Kee Club Shanghai
Mission Hills Shenzhen and Haikou
Peninsula Hotels
Playboy Macao
Serica
Starwood Hotels
Langham Place
The Puli Hotel & Spa, Shanghai

Scribes also contributes to the following magazines, newspapers and websites:

AsiaSpa
Business Travel Connexion
Business Traveler

Centurion
China Works
CNBC Europe

CNN Go
CNN Traveller
Concierge.com
Conde Nast Traveller
Departures
DestinAsian
DK Guides
Financial Times How to Spend It
Food+Wine
Forbes Traveler
Globalista
Gulf Life
Lettres du Brassus
Luxe Guides
Luxury Travel
MIX
MSN.com
National Geographic
New York Times

Nota Bene
Pinnacle
Prestige Hong Kong
Shanghai Business Review
Select Guides
Silk Road
SilverKris
Smart Travel Asia
South China Morning Post
That's Shanghai
The Australian
Time Out Shanghai
Travel & Leisure
Travesias
TTG Asia
Upward Curve
Wallpaper Guide
World Travel Guide
ZAGAT Survey

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