

Welcome to DimSum.co.uk

'DimSum has emerged as one of the leading media voices of the Chinese and south-east Asian communities in the UK. DimSum is media-savvy [and] brimming with confidence.'

Dominic Casciani [BBC News Online](#)



“DimSum is the award-winning website for everyone with an interest in the British Chinese experience – we reach all parts of the community across race and generations.

Since DimSum was first launched in 2000, it has broken boundaries, delivering news and viewpoints from what has been often described as the model or silent minority. Our innovative website and editorial content means we are one of the leading online magazines for English speaking Chinese diaspora.

Our mission is to continue to bring high-quality content to our readers and to highlight the complex issues the Chinese community experiences in a predominately Western Culture. Over the last few years, DimSum has been pivotal in the development of the Chinese voice and identity in British politics.

Our aim is to be inclusive, which is reflected in the diversity of our contributors who come from all backgrounds. It is also reflected in our readership, who come from as far a field as China, Canada, Australia and Europe.

We encourage our readership to interact with us and contribute to debates via the discussion boards or through comments on articles. DimSum readers are at the core of the website and we are continually finding ways to engage with them to ensure we always have our finger on the pulse.”

Sarah Yeh



What is DimSum?



An award winning online cultural, social, and political magazine

Pivotal in the development of Chinese voice and identity in British culture and politics

Encourages debate and interaction

Organises events for the community and those interested in it

Not-for-profit and volunteer driven

The case for DimSum

Chinese are **0.5%** of the British population. Most of the **300,000 population** now consists of Hong Kong immigrants from the 50's, and Vietnamese Chinese from the 70's

Up to a third of Chinese today are **2nd generation with an average age of 28**

A the **lack of resources and opportunity for discussion** on issues concerning British Born Chinese culture and identity

Results of further research in universities and local Chinese community confirmed initial opinion

Digital rather than print would reach our geographically widely dispersed audience Benefits of lower overheads and a more immediate response

An **international audience** who can access DimSum **any time of the day** - whether at college, work or in their leisure time



DimSum aims to

Positively explore and promote British Chinese culture, community and perspective in Britain and abroad

Give voice to those within, and those with an interest in the Chinese diaspora

Encourage the wider community to incorporate the Chinese perspective

A meeting place open all hours for like minded people to read and discuss cultural, social and political issues.



DimSum regularly features

Culture

Interviews and reviews of Chinese art, music, theatre, film, exhibitions and other forms of expression

Viewpoints

Articles to trigger exploration and discussion on issues such as identity, race relations and attitudes in the workplace

Community

Discussion about everyday issues such as relationships, work and experiences that affect our audiences

Food

A favourite topic for all Chinese!

A **forum** that enables visitors to discuss topics and announce events



Engaging the community



Topical articles



User comments

Who reads DimSum?



DimSum attracts over 13,000 unique visits/month

Our readers are predominantly Second generation English speaking Chinese and East Asian professionals (ABC1)



Overseas Chinese students and professionals, who live or work in the UK.

The British community and British businesses with interested in the Chinese community.

British businesses with an interest in China.



International English-speaking Chinese diaspora, including people from USA, Australia, New Zealand, Singapore, Malaysia, China and Hong Kong.

International community and arts organisations

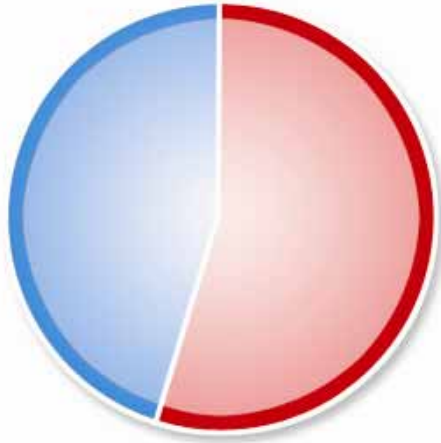


DimSum is frequently visited by journalists and press who want to find out more about the British Chinese perspective.

The DimSum team regularly features on international press, radio and television



Our readers



Gender

Male	46%
Female	54%



Age

14-17	2%
18-21	10%
22-25	9%
26-29	15%
30-34	26%
35-39	19%
40-49	10%
50+	9%

More than just a website – The Chinese community find their voice



Together with the Chinese Civil rights Action Group, DimSum helped to lead a successful campaign against Chinese scapegoating during the 2001 Foot and Mouth outbreak

We enabled rapid dissemination of information to a geographically dispersed community



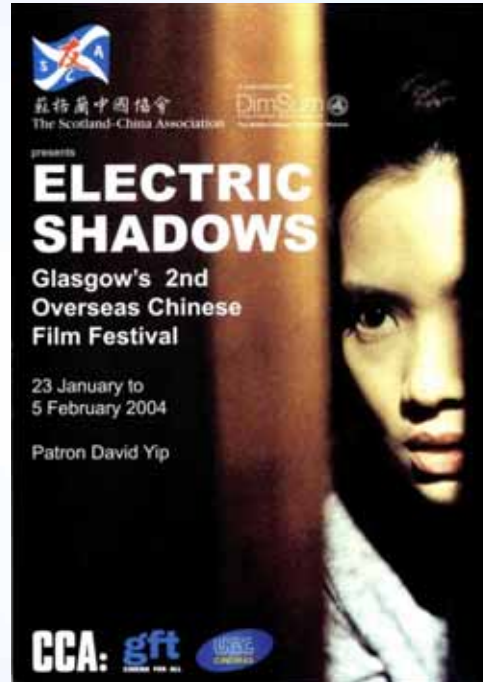
First ever British Chinese political demonstration

Government apology and widespread media coverage and support

DimSum became *the* central portal for the Chinese viewpoint



More than just a website – First British Chinese film festival



Scotland-China Association, launched the UK's first ever British Chinese film festival and we were proud to partner with them for these events.

David Yip and Zhang Ziyi were patrons

Showcasing the work of British Chinese filmmakers

Aimed at both British and Chinese audiences

Second festival also exhibited films from the Chinese diaspora



More than just a website – British Chinese Community Network



DimSum hosts a bimonthly event for Chinese art, community and second generation groups

Provides opportunity to meet and strengthen ties within the community



Co hosted and sponsored by other Chinese organisations

Attracts over 100 people representing around 50 organisations from corporate, community and arts organisations



DimSum management team



Sarah Yeh

DimSum founder, editor, advertising
Creative director at a leading
advertising agency



Todd Tran

DimSum strategy and partnerships
Asia-based fund manager



Francois Josserand

DimSum funding
Senior management advisor for
EU-funded voluntary and community
sector organisations



Laiyan Man

DimSum coordinator
Marketing manager at a leading
global internet company



Hui Huang

DimSum events & partnerships
Marketing manager



Stephen Pucci

DimSum arts editor
Journalist



Luke Jackson

DimSum technical director
Technical lead for online marketing
agency



Spencer Wong

DimSum online marketing
Project manager at QAS



Partners



Press



Awards

“Electric Shadows” finalist for Pearl Awards 2004

Winner of Windrush Community Champion Award 2003

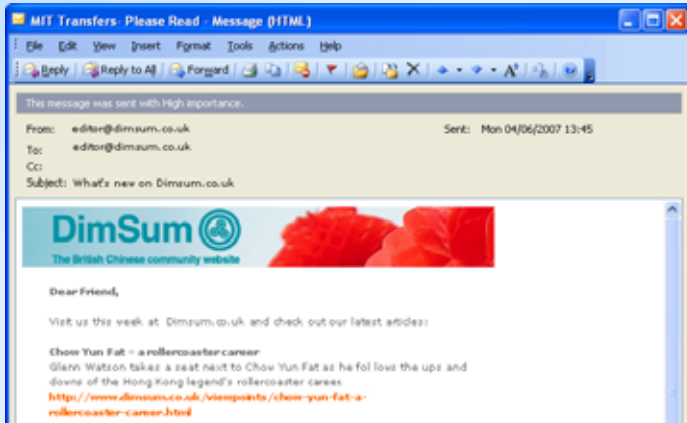
Wai Kwok Cheung won the silver award for 'Best Diversity Feature in New IMPACT Journal' which reprinted his DimSum article, 'Being Chinese in a Westernised Workplace'

Runner up in Windrush Small Business Award 2002

Finalist in Windrush Technology and Community Awards 2002



DimSum advertising



You can advertise with DimSum in a number of ways:

- feature on our site
- advertorial
- sponsor a section
- banner advertising
- promotion on our newsletter

You can also sponsor, partner or advertise on our bimonthly community events

For more information please contact sarah@dimsum.co.uk



Contacts

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