

# UK design

Creative Industries export guide



The UK's design base comprises a huge number and range of business, delivering products and services to national and international clients.

The UK has a long-standing reputation as a centre of design excellence and innovation. In recent years, appreciation of the economic and cultural importance of design has strengthened, and good design is now seen to be a crucial element of economic and social development. The UK has a real appetite for quality design, delivered by quality designers.



# UK Trade & Investment

## Accessing international markets

UK Trade & Investment (UKTI) is the Government organisation that helps UK-based companies succeed in the global economy.

We also help overseas firms bring their high-quality investment to the UK's dynamic economy – acknowledged as Europe's best place from which to succeed in global business.

UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

### How we can help

Whether you are venturing into selling overseas for the first time, or are an experienced exporter trying to break into new markets, UKTI offers a range of trade support services that help make your international business activities as easy as undertaking business in the UK.

If you are a new exporter, our representatives at your regional UKTI office can help you prepare for trading overseas through an assessment and skills-based programme.

Working in partnership with our overseas network of offices, we can also provide budding and established exporters with tailored packages of support in the form of local market research, covering cultural, political and business issues, and access to key contacts.

A good way of promoting your expertise to international buyers and meeting useful contacts is attending UKTI-supported trade shows and exhibitions in the sector. UKTI regularly brings overseas buyers to meet UK companies at these events.

Visiting target markets is often an invaluable way of securing international business. UKTI outward missions provide an opportunity for you to showcase your strengths and capabilities to an overseas audience and promote your expertise in one-to-one meetings with local buyers.

In addition, we can provide you with market and sector information that we disseminate through various publications and directories and the UKTI website,

**[www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)**

### Creative Industries toolkit

UKTI has developed an online marketing toolkit: **[www.creative-industries.co.uk](http://www.creative-industries.co.uk)**

It is free to access and contains creative industry sector marketing messages and supporting facts and figures, that you can use in your international marketing and PR campaigns.

*Hit the world running* <sup>UK</sup>

# Design industry overview

The UK has a long-standing reputation as a centre of design excellence and innovation. Its design base comprises a huge number and range of businesses, delivering products and services to national and international clients.

UK design is passionately innovative, creative and eclectic, placing a high value on independent self-expression and critical judgement. There is no single British design style. Instead, design styles from around the world are fused, developed and celebrated in a famously stimulating and influential cultural mix which demonstrates the sector's creative restlessness and its inclination to challenge and provoke.

The UK design industry – whose many famous names include Terence Conran, Paul Smith, Ross Lovegrove, Wally Olins, Thomas Heatherwick and Jonathan Ive, designer of the iPod – is a major and growing contributor to the UK economy. In 2007/08, turnover grew by 11 per cent to £4.4 billion, almost £1 billion of which was generated by overseas sales.

A key factor behind this success is the UK's world-class design education system, which attracts an ever-increasing number of overseas students. This looks set to go from strength to strength thanks to the Government's recently launched Good Design Practice campaign, which aims to enhance design training in the UK and raise professional standards in the industry.

There are also a number of high-profile projects underway which aim to reinforce the links between design education and industry. These include the creation of a world-class multi-disciplinary centre, Design London.

Given the many different design disciplines available, many UK designers choose to pursue multi-disciplinary careers and most have experience working in multi-disciplinary teams to deliver complex projects.

UK design businesses lead the world in many areas. Key strengths are in branding and communications, product design, interior design, multimedia and web design, as well as in design strategy and design management.

Aided by the global dominance of the English language, the UK also has a strong reputation in the design and development of computer games and other digital and online spaces.

Encouraged by the presence of highly skilled staff and high-quality academic and research support, many global manufacturing firms choose to establish their design and development centres in the UK. Japan's Nissan Motor Company, for example, recently chose London as the location for its futuristic European design headquarters.

Overseas firms are also attracted by the UK's design-aware society, which increasingly believes in the power of good contemporary design to enhance quality of life and economic performance. Recent studies show that the current generation of UK business leaders has embraced design as an important element of business strategy and international competitiveness. Moreover, good design has been placed on the UK agenda in regional regeneration projects and made an integral part of procurement processes in public-private partnerships.

UK design firms are closely involved with major societal issues and are leading players in socially responsible and environmentally sustainable innovation.

## International success: MAMMALcreate

Bristol-based design company MAMMALcreate is taking its creative expertise to Europe with help from UKTI.

After enrolling on UKTI's Passport to Export programme, the company, which provides services such as print solutions, branding, interactive design, creative consultancy and ideas-generation workshops, won a contract with German firm Come Across and formed a partnership with German design company Schröder Design.

"Going into partnership with Schröder Design has helped us to broaden our offering and reach new clients in Germany," explains MAMMALcreate Director Lesley Hill. "We are already working on one joint project and a second deal with a large German company is in the works. We both have a similar ethos, but each of us has different strengths, so we work well together. We are even thinking of doing staff exchanges!"

Passport also helped MAMMALcreate win consultancy work for three Icelandic jewellery companies looking to break into the UK market, advising them on how to package themselves and design their UK launch.

"Creating joint ventures and learning new techniques will benefit our existing UK clients as well as new clients overseas," says Hill. "Alongside the financial and practical support from UKTI, our International Trade Adviser has helped us to harness our enthusiasm and focus on our general strategy for exporting our services. As a result, we are connecting with the right clients in Germany and Iceland and we are confident that our presence in these countries will continue to thrive."

**[www.mammalcreate.co.uk](http://www.mammalcreate.co.uk)**



## International Business Specialist, Design

UK Trade & Investment (UKTI) Sector Champion Christine Losecaat brings 20 years' experience from the design and creative industries sector, helping it to internationalise and contribute to the prosperity of the UK.

Through her consultancy work for UKTI, Christine works alongside UK organisations and companies to help them develop their international business. She has been actively involved in creative initiatives in the USA, Japan, South Korea and China, where she has driven the formation of the China Design Task Force – a UK Government-supported initiative to help introduce Chinese businesses to British design expertise. She now chairs UK China Partners.

Christine works with the Creative Industries International Marketing Strategy Board and Design Partners, which aim to co-ordinate the activities of creative and design industry bodies and government organisations to help new and established exporters develop their overseas trade capability and to encourage inward investment. She also currently chairs the Television Export Group and is Innovation Champion for the Olympic Legacy Unit at UKTI, where she supports the development of the Olympic Business Legacy.

Christine brings broad experience of working across the creative sector. After starting her career in advertising she was instrumental in establishing BMG Entertainment's international audio visual marketing and distribution infrastructure and then went on to become an Emmy® Award-winning producer. She established her consultancy business 'Little Dipper' in 2001 and was named by the UK's top journal, *Design Week*, as one of the UK's top fifty most influential people in design in 2009.



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# HELPING TALENT GO FURTHER



## Useful contacts

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Please see below for details of your local adviser, or enter your postcode in the Local Office Database on the UK Trade & Investment website. Alternatively, call the UK Trade & Investment Enquiry Service. The devolved administrations in Scotland, Wales and Northern Ireland have their own arrangements for local delivery services. Please see contacts below.

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Cover: Power Up! Interactive Art Installation at Dagenham Substation by Jason Bruges Studio. Photograph – Julian Abrams.

Inside front: Seymourpowell, ENV Bike. The world's first purpose-designed fuel cell motorbike.

Case study: Designed for young people who are passionate about whales and dolphins, this appealing character appears on range of WDCC materials.

This page: Topshop, New York. Interior designed by Dalziel & Pow.



## Solutions for Business

Funded by  
UK government

A range of UK Government support is available from a portfolio of initiatives called Solutions for Business. The “solutions” are available to qualifying businesses, and cover everything from investment and grants through to specialist advice, collaborations and partnerships.

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For further information please visit [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)  
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