

HELPING TALENT GO FURTHER



Useful contacts

Your local adviser

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.

T: +44 (0)20 7215 8000
www.ukti.gov.uk

East of England

Martin Keeper MEx
East of England International, West
T: +44 (0)7834 621302
E: martinkeeper@eeia.com

John Tingle

East of England International, East
T: +44 (0)7918 765450
E: johntingle@eeia.com

East Midlands

Christine Johnson
UK Trade & Investment, East Midlands
T: +44 (0)7825 344471
E: christine.johnson@uktiem.co.uk

London

Keith Moses
UK Trade & Investment, London
T: +44 (0)20 7234 3024
E: keithmoses@uktilondon.org.uk

Toyin Laketu

UK Trade & Investment, London
T: +44 (0)20 7234 3000
E: toyinlaketu@uktilondon.org.uk

North East

John Holmes-Carrington
UK Trade & Investment, North East
T: +44 (0)845 0505054
M: +44 (0)7843 069521
E: john.holmes-carrington@ukti.rito.co.uk

North West

Karen Holden
UK Trade & Investment, North West
T: +44 (0)7753 984517
E: karen.holden@uktinorthwest.co.uk

South East

Roger Figg
UK Trade & Investment, South East
T: +44 (0)7740 611218
E: roger.figg@uktisoutheast.com

Teri Carnegie

UK Trade & Investment, South East
T: +44 (0)7852 209978
E: teri.carnegie@uktisoutheast.com

South West

Norris Myers OBE
UK Trade & Investment, South West
T: +44 (0)1275 373373
M: +44 (0)7968 392361
E: norris.myers@uktisouthwest.org

Sue Tisdall

UK Trade & Investment, South West
T: +44 (0)1725 516397
M: +44 (0)17971 849892
E: sue.tisdall@uktisouthwest.org

West Midlands

Jonathan Webber
UK Trade & Investment, West Midlands
T: +44 (0)121 6071758
E: j.webber@birminghamchamber.org.uk

Yorkshire

Lorraine Ellison
UK Trade & Investment,
Yorkshire and The Humber
T: +44 (0)1439 798389
M: +44 (0)17971 069465
E: lorraine@lorraineellison.com

Jo Hubbard

UK Trade & Investment,
Yorkshire and The Humber
T: +44 (0)7500 082589
E: j.hubbard@uktiyorkshire.co.uk

Devolved Administrations

Northern Ireland

Stephen Mullen
Invest Northern Ireland
Creative Design
T: +44 (0)28 90698425
E: stephen.mullen@investni.com

Scotland

Mandy Soutar
Scottish Development International
T: +44 (0)138 2305514
E: mandy.soutar@scotnet.co.uk

Wales

Flexible Support for Business
T: +44 (0)3000 603000
www.business-support-wales.gov.uk

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 WDSC materials.

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

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.ukti.gov.uk

Creative Industries toolkit

UKTI has developed an online marketing toolkit: 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 ^{UK}

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



Whereas every effort has been made to ensure that the information given in this document is accurate, neither UK Trade & Investment nor its parent departments (the Department for Business, Innovation and Skills, and the Foreign & Commonwealth Office) accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

Published May 2010 by UK Trade & Investment
© Crown Copyright UBN 10/988

For further information please visit www.ukti.gov.uk or telephone +44 (0)20 7215 8000.

UK Trade & Investment 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.

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

UK Trade & Investment is the government organisation that helps UK-based companies succeed in the global economy.

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.



International Business Specialist, Design

UK Trade & Investment (UKTI) Sector Champion Christine Losecaat brings 20 years' experience 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 journal, *Design Week*, as one of the UK's top fifty most influential people in design in 2009.



Christine can be contacted as follows:
T: +44 (0)20 8740 8788
E: christine@littledipper.net

Christine works with the Creative Industries 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.

Sector Advisory Group

Design partners

Andrew Summers
Design Partners Chairman
T: +44 (0)7802 210158
E: andrew@andrewsummers.co.uk

Christine Losecaat
Creative Industries Sector Specialist
T: +44 (0)20 8740 8788
E: christine@littledipper.net

Alastair Findlay
Department for Culture, Media and Sport
T: +44 (0)20 7211 6958
E: alastair.findlay@culture.gsi.gov.uk

Sandra Martin
Head of Creative Services team including Design, Architecture and Advertising
E: sandra.martin@ukti.gov.uk
T: +44 (0)20 7215 4658

Grace Howell
Creative Services Team
Project Manager for Design
E: grace.howell@ukti.gsi.gov.uk
T: +44 (0)20 7215 4875

Gwen Green
Creative Services Team
Programme Manager for Design
T: +44 (0)20 7215 8327
E: gwen.green@ukti.gsi.gov.uk

Adam Mason
British Furniture Manufacturers' Association
E: sue@suegraves.demon.co.uk
T: +44 (0)1243 602260

Sue Graves
British Contract Furniture & Design Association
E: simona.novelli@overseasstairs.co.uk
T: +44 (0)1564 784999

Simona Novelli
Birmingham Chamber of Commerce
E: adamason@bfm.org.uk
T: +44 (0)1494 523021

Future contacts

Please contact Gwen Green or visit www.ukti.gov.uk for further contact details of Design Partners members.

Design Partners members:
E: iam.bennett@nwda.co.uk
T: +44 (0)1925 400341

North West Development Agency
E: deborah.jones@ukti.gsi.gov.uk
T: +44 (0)20 7215 8033

Creative Services Team
Programme Manager for Design
E: deborah.jones@ukti.gsi.gov.uk
T: +44 (0)20 7215 8033

Creative Industries export guide

UK design

Design Events 2010 – 2011

EVENT	LOCATION	DATES	CONTACT
Mexico Branding and Packaging Outward Mission	Mexico	May 2010	UK Trade & Investment T: (0)20 7215 8033
GulfBID 2010	Bahrain	4-6 May 2010	BCFA T: (0)1243 602260
International Contemporary Furniture Fair (ICFF)	USA	15-18 May 2010	BEDG T: (0)20 8940 7857
The Hotel Show 2010	UAE	18-20 May 2010	Birmingham Chamber of Commerce T: (0)1564 784 999
The Hotel Show 2010	UAE	18-20 May 2010	BCFA T: (0)1243 602260
National Restaurant Association (NRA) Show 2010	USA	22-25 May 2010	Birmingham Chamber of Commerce T: (0)1564 784 999
DesignUK Seminars	Japan	June 2010	UK Trade & Investment T: (0)20 7215 8327
Interieurs Lifestyle	Japan	June 2010	BEDG T: (0)20 8940 7857
New York International Gift Fair	USA	14-19 Aug 2010	Crafts Council T: (0)20 7806 2508
Tendence	Germany	27-31 Aug 2010	Birmingham Chamber of Commerce T: (0)1564 784 999

London Design Festival, Business Matching	UK	Sep 2010	UK Trade & Investment T: (0)2072158327
Maison et Objet	France	Sep 2010	BEDG T: (0)2089407857
Design Expo Outward Mission 2010	Taiwan	Oct 2010	UK Trade & Investment T: (0)2072158033
DesignUK Outward Mission 2010	Japan	Oct 2010	UK Trade & Investment T: (0)2072158327
Interieur 10	Belgium	15-24 Oct 2010	BEDG T: (0)2089407857
100% Design	China	4-6 Nov 2010	BCFA T: (0)1243602260
Index Interior Design Show	UAE	8-11 Nov 2010	BCFA T: (0)1243602260
InRetail	UAE	8-11 Nov 2010	BCFA T: (0)1243602260
Equip Hotel	France	14-18 Nov 2010	Birmingham Chamber of Commerce T: (0)1564784999
The Office Furniture Salon, Mebel 2010	Russia	22-26 Nov 2010	BCFA T: (0)1243602260
Maison et Objet	France	Jan 2011	BEDG T: (0)2089407857
Onaris	Switzerland	Jan 2011	BEDG T: (0)2089407857
IMM – International Furnishings Fair	Germany	Jan 2011	BEDG T: (0)2089407857
New York International Gift Fair	USA	29 Jan 2011 – 3 Feb	Crafts Council T: (0)2078062508

Moscow Seminar and Outward Mission (inc ProMedia Tech)	Russia	Feb 2011	UK Trade & Investment T: (0)2072158327
Ambiente	Germany	Feb 2011	BHETA T: (0)121 237 1130
EuroShop	Germany	26 Feb – 2 Mar 2011	SDEA T: (0)1883 348 911
Interiors UAE	UAE	8-10 Mar 2011	BCFA T: (0)1243 602260
Korea Design Outward Mission 2010	South Korea	TBC	UK Trade & Investment T: (0)2072158033
Moscow and St.Petersburg Outward Mission	Russia	TBC	UK Trade & Investment T: (0)2072154875
India – Future activities to be determined			UK Trade & Investment T: (0)2072158327
UAE – Future activities to be determined			UK Trade & Investment T: (0)2072158033

KEY

BCFA – British Contract Furnishing Association

BEDG – The British European Design Group

BHETA – British Home Enhancement Trade Association

SDEA – Shop and Display Equipment Association

UK Trade & Investment is the Government organisation that helps UK-based companies succeed in the global economy and assists overseas companies to bring their high-quality investment to the UK.

For further information, please visit www.ukti.gov.uk

Discover how you can harness the power of world-class UK creativity at www.creative-industries.co.uk

URN 10/998
© Crown Copyright

Printed on 50 per cent recycled paper

