

ACCESSING INTERNATIONAL MARKETS

UK TRADE & INVESTMENT

DESIGN TRADE MISSION TO JAPAN: DESIGNUK 2010

25 OCTOBER – 29 OCTOBER 2010

CLOSING DATE: FRIDAY 10 SEPTEMBER 2010

WHY JAPAN?

In 2009, Japan was the UK's largest export market after Europe, the US and China and still remains the world's second largest economy. However, in the light of growing competition from China and other Asian neighbours Japan, now more than ever, recognises the fact that they need to come up with creative solutions and value-added products and services, through the use of good design, to stay ahead of the game and to develop products suitable for these markets as well as their historically important ones. This increased emphasis on using high-quality design is good news for UK designers in a position to supply it. There is also an increased demand for branding and marketing professional services in order for Japanese companies to develop their international business, and for high quality, hand-made, bespoke pieces from designer-makers. Recognising the importance of design, the Japanese government has designated that there should be a dedicated 'design month' every autumn. To take advantage of this, the British government is continuing to support British design in this important market, under the banner 'DesignUK'.

WHY PARTICIPATE IN THE DESIGNUK TRADE MISSION?

The aim of DesignUK is to bring awareness of Britain's rich and diverse pool of design talent and creativity to a much wider section of Japanese industry than has previously been possible. It will provide excellent exposure for the British design companies showcased and will also help to raise the profile of the UK's creative strengths in Japan. Organised and funded by UK Trade & Investment, this will be the seventh year that DesignUK has taken place. Previous missions have been highly successful in generating business and media coverage for the participating companies. This mission has now become an established part of many companies' business development strategy for Japan.

PRELIMINARY PROGRAMME

The following programme is preliminary and may be subject to change. Items in red are obligatory for mission participants; you will be invited to all other DesignUK events but do not have to attend.

Monday 25 October	pm	Guided retail tour (optional)
Tuesday 26 October	am pm	Mission Briefing B2B Networking Event/ Showcase Official Networking Reception
Wednesday 27 October	am/pm	Your own programme
Thursday 28 October	am/pm	Your own programme
Friday 29 October	am/pm	Visit to Tokyo Designers Week events/ Your own programme

THE COSTS

To join the DesignUK mission, your company will be required to pay a participation fee of £500 (payable through your local UKTI office).

This fee includes the following benefits:

- Expertise of UKTI's Creative Industries sector teams both in the UK and Japan.
- Business to business (B2B) networking event with potential Japanese clients and showcase at the Ambassador's Residence.
- In addition to your own guest nominations for the event, UKTI Japan team will also invite other relevant contacts.
- Excellent networking opportunities through participation in the mission reception with Japanese design buyers, design-led product retailers, press etc. You can nominate up to 5 guests of your own.
- Free entry to Tokyo Designers Week major exhibition.
- Opportunity to visit other design events during Tokyo Designers Week, including Environment & Design Exhibition, Design Tide and Design Touch.
- Entry in the DesignUK mission brochure which will be widely circulated by UKTI Japan.
- New contacts and shared intelligence within the mission group usually made up of a mix of companies that have previously been to Japan, and some newcomers.
- Guided retail tour (optional) for designer makers.



In addition to the above, and to maximise your visit, we recommend you commission a more tailored programme (e.g. company specific appointments) through UKTI's Overseas Market Introduction Service (OMIS). This will cost between £500 and £2,000 depending on the level of service required – further details can be found at the UK Trade & Investment portal www.ukti.gov.uk

FLIGHTS AND ACCOMMODATION

You will be responsible for booking your own flights and accommodation (Return economy flights and hotel on a bed and breakfast basis totals approx £1,600). However should you wish, we have negotiated a special rate of yen 18000 (including breakfast, tax and services) at the centrally located Grand Prince Hotel Akasaka, Tokyo – <http://www.princehotels.com/en/akasaka/>. To book please contact: Gwen Green on email: gwen.green@ukti.gsi.gov.uk

UKTI FINANCIAL SUPPORT

Eligible SMEs may qualify for UKTI financial support of up to £700 towards travel costs or 15 per cent discount through our British Airways Flight Offers. Please note that you might only be eligible for one or the other - please check with your local UKTI Office. To qualify for government financial assistance, you must be a SME under the EU definition and new to export. This means you need to have fewer than 250 employees, have a turnover of less than 50 million euros and not have exported more than 25 per cent of your turnover during the last year. Eligibility for the grant will be assessed by your local UKTI office. There are a limited number of grants available and this mission is always oversubscribed – applications will be treated on a first come first served basis.

ELIGIBILITY

To participate in this mission, your business must be established within the UK and selling or marketing a British product or service. Eligibility to participate will be assessed by UKTI Creative Services Team.

REGISTRATION

To participate in this mission, please request an application form from: Gwen Green on email: gwen.green@ukti.gsi.gov.uk or tel: +44 (0)20 7215 8327.

Deadline for completed applications to be submitted by Friday 10 September 2010.

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Top right Image courtesy of Gary James Merrington

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UK TRADE & INVESTMENT

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UK Trade & Investment also helps overseas companies bring high quality investment to the UK's vibrant economy – acknowledged as Europe's best place from which to succeed in global businesses. We provide support and advice to investors at all stages of their business decision-making. UK Trade & Investment offers expertise and contacts through a network of international specialists throughout the UK, and in British Embassies and other diplomatic offices around the world.

Website: www.ukti.gov.uk

Your contact details may be held by UK Trade & Investment and used to for marketing purposes. If you do not want your contact details to be used in this way please let us know by sending an email to enquiries@uktradeinvest.gov.uk