

UK Architecture

Creative Industries export guide



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 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.

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 can help doing business internationally as easy as doing business in the UK.

If you are a new or novice 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 over 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}

Architecture Overview

The UK is one of the world's leading centres of architectural expertise.

It is renowned for its architectural creativity and innovation, with UK-based architects increasingly acclaimed for their experimental, versatile and futuristic techniques and technologies. They are particularly pioneering in the area of low-carbon and sustainable architectural design, and are at the forefront of ecologically friendly, energy-efficient buildings.

Examples include Foster + Partners, whose Masdar City development in Abu Dhabi will rely entirely on solar energy and other renewable energy sources.

Other industry specialisms where UK architects excel include urban regeneration; transport infrastructure, such as the extension and development of major railway and metro stations; the design of sporting venues and facilities; residential and office architecture; and the design of high-profile civic buildings.

UK architects bring a winning philosophy and holistic approach to their work, demonstrating, at all times, a strong commitment to community and social responsibility. This will be of particular importance in the regeneration projects linked to the London 2012 Olympic and Paralympic Games, in which UK architects will play a leading role.

A key factor behind the success of the UK's architecture industry is the quality of training. UK architecture schools, such as London's Architectural Association School

of Architecture, attract the best talent from around the world, while the Royal Institute of British Architects sets the standards for the education of architects, both in the UK and overseas.

Many foreign architects decide to base themselves as practitioners in the UK once they have completed their studies, giving the country the most internationalised community of architects in the world, whose diverse backgrounds, influences and ideas all contribute to cutting-edge creativity.

This creativity is further boosted by the commitment of many UK architectural practices to meritocracy and the nurturing of young talent. They are increasingly handing core responsibilities to young architects, who are committed to bucking existing trends.

UK-based architects are not just responsible for Britain's ever-changing landscape: today, more than ever before, they are in demand across the globe, with many of them setting up offices overseas. A high number of prestigious and creative British architects do a great deal of their most important work outside the UK, designing some of the world's most recognisable buildings and structures.

The UK's architects are also regular recipients of prestigious international awards. Since 1979, for example, there have been four UK winners of the coveted Pritzker Architecture Prize, widely regarded as the profession's highest honour.

International success: BDP

International projects are a key factor behind the success of BDP, a leading interdisciplinary practice of architects, designers, engineers and urbanists.

The London-headquartered company, Europe's largest design organisation, employs more than 1,200 people in studios across the UK, Ireland, the Netherlands, Abu Dhabi, India and associations in France with architecture practice Groupe-6. A studio in Shanghai, China, is set to open in 2011.

David Cash, BDP's International Development Director, says: "BDP has always considered international work to be an important element of its portfolio. Overseas clients are attracted by our reputation, size, standing and global experience and expertise, as well as the

quality of our completed work. We offer the full spectrum of leading-edge skills across a broad sector range and have an innovative approach. We are also a regular user of UK Trade & Investment and China Britain Business Council services, such as trade mission support and international project briefings."

www.bdp.com



Professional body contacts

Royal Institute of British Architects

66 Portland Place
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www.architecture.com

Creative Industries/Construction and Global Sports

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The Royal Institute of British Architects (RIBA) has a range of services aimed at helping you select the right architect for your project:

- Business matching service using a database of over 3,000 UK practices and 300 international firms
- RIBA Architectural Competitions: a tailored competition management service delivering excellence in design

For more information call Steve Mattin or Julia Davies on +44 (0)20 7307 3700 or visit www.architecture.com/useanarchitect

UK Trade & Investment contacts

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International Business Specialist, Architecture

UK Trade & Investment (UKTI) Sector Champion Christine Losecaat brings over 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 journal, Design Week, as one of the UK's top 50 most influential people in design in 2009.



Christine can be contacted as follows:

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Paul Davis + Partners

London architects firm Paul Davis + Partners (PD+P) has built up its international portfolio significantly in recent years, with the help of UK Trade & Investment (UKTI).

The practice of over 70 strong, renowned for its skillful integration of contemporary architecture within historic environments, has experience of designing award-winning buildings and dynamic urban design frameworks for clients in countries as far afield as Russia, Italy, China/Hong Kong and Japan.

Alec Howard, PD+P Partner, says: "Since we actively started using the services of UKTI, both here and overseas, we have seen a marked increase in our international work as a percentage of overall turnover. I look forward to developing our international business and working closely with UKTI to achieve this. So far, it's been a real success story in what are difficult times."

www.pauldavisandpartners.com



Useful contacts

Please see below for details of your local UKTI adviser, or enter your postcode in the Local Office Database on the UKTI website.

Alternatively, call the UKTI 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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BDP case study: Inter Ikea Centre Group

Paul Davis + Partners case study: image courtesy of Paul Davis + Partners

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HELPING TALENT GO FURTHER

UK Architecture firms of all sizes are finding success at home and overseas. The UK construction industry is the second largest in the European Union and exports more than £7 million-worth of services annually



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.ukti.gov.uk
or telephone +44 (0)20 7215 8000.

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