

## Success by Design

The innovative, eco-friendly, creations of Nottingham based design firms took centre stage at a recent show in Paris, thanks to UKTI.



British Embassy  
Paris

**Companies:** JC Middlebrook  
Paperwork  
Debbie Bryan

**Industry:** Creative

**UKTI Service:** OMIS and Embassy Visit

Seizing an opportunity to build on the emerging interest in sustainability in the creative sector, Christine Johnson from UKTI East Midlands and Sophie de Bodisco from UKTI Paris organised a market visit to France for East Midlands companies specialising in eco-design. An event would also be hosted at the British Embassy to display their cutting-edge creations to buyers from across Europe.

Three designers from Nottingham were amongst the first to book their place. Jayne Childs of JC Middlebrook, specialises in lace textiles inspired by original Nottingham lace designs; Debbie Bryan creates individually crafted and distinctive scarves, brooches and gloves designed with a nostalgic influence; and Hannah Lobley from Paperwork recycles paper and using traditional wood working methods produces innovative interior pieces.

Sophie de Bodisco, the creative lead for UKTI in Paris, visited the region to meet with companies with an Eco Design focus at an event hosted by Future Factory, a Nottingham University led project which supports sustainable design in the region. A pre-visit workshop followed at UKTI's offices in Derby to help with visit preparations.

### Establishing objectives

“The most valuable lesson from the workshop for me was having the opportunity to focus on what I really wanted to get out of the trip,” explains Jayne. “An obvious question, but one you don’t take the time out to really think through.”

“I’d not marketed my eco credentials before,” says Debbie. “Learning from others who are 100% eco already has helped me present my own offer.”

### Conducting research

Companies were also able to commission an OMIS (Overseas Market Introduction Service) which meant they could use the services of UKTI’s team in Paris to work on their behalf.

Their OMIS provided help with initial research, the production of a database of over 800 contacts and enabled the group to use the British Embassy facilities for the event itself.

“The whole visit was project managed by UKTI in France,” explains Christine. “The creative and the fashion leads in the Embassy in Paris worked together to find potential buyers to invite to the event. By thoroughly researching the sector they built up the database. They also compiled and translated biographies, producing an exhibition brochure showcasing our designers.”

*“I’ve got the confidence to exhibit anywhere now that I’ve been at the British Embassy. It adds so much to my credentials.”*

## Supporting your business

Over 80 international buyers attended the event that took place on the elegant terraces of the British Embassy in Paris. UKTI commercial officers from Italy, Spain and Germany supported the event by bringing interested buyers and agents from across Europe. Sales were taken, connections were made and relationships developed.

Hannah not only secured a new distributor in France but was able to use her new connections with UKTI commercial officers in Germany for another international project. Debbie was able to research new sustainable products to augment her range and Jayne took orders on the day and now has a wealth of new contacts.

“Sophie and her team gave 100% on the day, you really feel they care that you’ve invested your time to be there” says Debbie. “I’ve got the confidence to exhibit anywhere now that I’ve been at the British Embassy. It adds so much to my credentials.”

Jayne agrees, “As a designer-maker you work on your own a lot. The interaction that you get just being with other designers makes a big difference – everyone has been really open and willing to share.”

The British Eco Design showcase resulted in several orders and even contracts secured with agents and distributors. Just as importantly all the designers have been able to further develop their businesses on the international stage because of the contacts and connections made.

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## OMIS - Overseas Market Introduction Service

UKTI’s Overseas Market Introduction Service is a flexible business tool which uses the expertise of our global trade teams to benefit your business.

### How can OMIS help you?

The programme includes:

- Market, sector advice
- Analysis of market entry strategies
- Support during overseas visits
- Identification of possible business partners

Whether you’re a first timer or an experienced exporter, OMIS can provide help at any stage – from initial research, to arranging a market visit or to using our contacts at embassies and high commissions across the world to help close a major deal.

For further information please call us on 0845 052 4001.



**“Companies using the OMIS service between July 2009 and July 2010 expect to make, on average, an extra £330,000 of profit in the following 5 years.”**

Source: UKTI ‘PIMS’ research June 2010



UK Trade & Investment is the Government department that helps UK based companies succeed in international markets. We assist overseas companies to bring high quality investment to the UK’s dynamic economy. We provide companies with the tools they require to be competitive on the world stage.

**For further information,  
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