



A GREAT WEEK to grow abroad

A unique opportunity for your company to break into a high growth market

The upcoming GREAT WEEKS: Creative Industries, Retail, Luxury, Food & Drink will be a unique opportunity for UK companies in the retail, luxury, food & drink and creative industries to grow their business in the world's fastest growing markets.

Starting in September this year the GREAT WEEKS will give UK-based businesses the opportunity to join government-led trade missions to meet major buyers, potential partners, and influential opinion formers in markets including Vietnam, Japan, Mexico, Russia, Brazil, United Arab Emirates, Hong Kong and Macao, China and USA.

Each GREAT WEEK will bring together the resources of government and the talents of UK business in an intense burst of events, PR, networking and high-level discussions that will draw attention to UK expertise and create opportunities in sectors from food to fashion.

What happens during a GREAT WEEK?

Companies that participate in a GREAT WEEK benefit from a wide-range of insights and opportunities. These include:

- **Joining a trade mission:** You will be part of a major government-led trade mission to meet the people who make things happen in your chosen market and to discover first-hand the best ways to develop your business prospects there.
- **A core business programme for your sector that includes:**
 - Meeting your potential future partners** and customers at a sector-specific event such as a seminar, roundtable or workshop.
 - Getting to know your market better** at a sector-specific market familiarisation session involving a briefing from local experts, store visits or a company visit to a major influencer in the procurement supply chain.
 - A briefing on the economic trends and drivers** shaping the future of your target country or city, including tips on doing business there and details of any 'high-value opportunities' being targeted by the UK government.
 - A one-to-one speed dating session,** a unique opportunity to meet face to face with targeted buyers and potential business partners in a facilitated environment.
- **Exposure through an in-country marketing campaign:** Each GREAT WEEK will be supported by a substantial PR campaign that will promote UK expertise in the country's newspapers, magazines and broadcasters and which will distribute your company's profile to leading decision-makers and media outlets.
- **Invitation to a VIP reception:** You will be invited to network with key industry figures, buyers and possible partners at a VIP reception facilitated by UKTI or the industry and hosted at the Ambassador's Residence or a similar prestigious location.





UK Trade & Investment

Target markets

Vietnam

- **Dates:** 29 September - 5 October 2013
- **Mission lead:** Lord Puttnam, CBE, FRSA
- **Geographic focus:** HCMC, Hanoi, Danang
- **Sector focus:** Creative industries (film and animation), retail, education

Market background: With a young and dynamic population of around 90 million and growth averaging 7% over the last decade, it's no wonder that Vietnam has become one of UKTI's designated High Growth Markets. The growing middle-class means demand for imports is expected to grow by around 250% in the decade to 2020 - faster than any other emerging market including China. Vietnam signed a Strategic Partnership Agreement with the UK in 2010 which has helped UK exports into the country more than double in the last five years.

The Week: The GREAT WEEK in Vietnam will be the flagship event of a programme celebrating 40 years of diplomatic relations between the UK and Vietnam. The Week will be led by award-winning film producer Lord Puttnam and will focus on film, animation, retail and education sectors; all sectors where British products and services are widely regarded for their high quality and which share the potential for rapid growth in the Vietnamese market.

Japan

- **Dates:** 28 October - 1 November 2013
- **Mission lead:** TBC
- **Geographic focus:** Tokyo
- **Sector focus:** Creative industries (design, fashion and digital music), food & drink.

Market background: Japan is the third largest economy in the world with a GDP twice the size of the UK. It is the high-tech powerhouse economy of Asia with the second highest spend worldwide on R&D, a hunger for intellectual property and new trends and an increasingly globalised outlook.

The Week: The GREAT WEEK in Japan will coincide with both the British Beer Festival in Tokyo, which will see the introduction of over 20 new British beer brands, and Tokyo Designers Week. The latter is a long established international design event that gathers together leading architects, interior designers, product and graphic designers and artists and which attracted over 100,000 influencers and trend setters from across the world in 2012.

Mexico

- **Dates:** 11 November - 16 November 2013
- **Mission lead:** Baroness Bonham Carter
- **Geographic focus:** Mexico City, Guadalajara, Queretaro
- **Sector focus:** Creative industries (animation, video games and architecture), luxury

Market background: Mexico is an enormous and steadily growing market that covers an area the size of Western Europe. Analysts predict that its economy will be larger than the UK's by 2040, in part due to its strategic position as a bridge between Latin America and the United States and Canada.

The Week: The GREAT WEEK in Mexico will coincide with the CutOutFest for Animation, the largest animation and digital art festival in Mexico. The Week will include a much-anticipated architecture seminar in association with the Royal Institute of British Architects and a bespoke event on luxury.

Russia

- **Dates:** 20 January - 28 January 2014
- **Mission lead:** TBC
- **Geographic focus:** Moscow
- **Sector focus:** Creative industries, global sports, luxury, food and retail.

Market background: With 140 million consumers, a growing middle class and a government agenda of economic modernisation and infrastructure development, the opportunities for UK companies in Russia are abundant. Last year Russia was the twelfth largest UK export market (the largest outside of the EU, US and China), and UK companies benefit from a strong, positive image in Russia thanks to the London Olympics and the increasing number of Russians who visit, study and live in the UK.

The Week: The GREAT WEEK in Russia will run alongside the British Business Embassy (BBE) in Moscow - a series of high-profile events showcasing how the best of British business is contributing to the Sochi 2014 Winter Olympics (which opens the following week). The GREAT WEEK will showcase the creative industries, global sports, luxury, food and retail sectors, while the BBE will cover energy, innovation and science, engineering, transport and financial services.





Target markets

Brazil

- **Dates:** 10 March - 14 March 2014
- **Mission lead:** TBC
- **Geographic focus:** São Paulo and Rio de Janeiro
- **Sector focus:** Global sports, creative industries (TV, animation and advertising), luxury

Market background: Brazil is the fifth-largest country in the world with a rapidly developing economy and a GDP per head greater than India or China, making it one of UKTI's designated High Growth Markets. As hosts of the upcoming FIFA World Cup and Summer Olympics there is also an exciting window of opportunity for UK suppliers to London 2012 and other major international sporting events to benefit.

The Week: The GREAT WEEK in Brazil will coincide with the Rio de Janeiro Content Market (RCM), the largest multi-platform audio-visual content market in Latin America, attracting over 2,000 industry professionals. Content companies participating in the GREAT WEEK may in turn be able to exhibit at RCM with the support of a UK government grant. The Week will also look at opportunities for businesses in the global sporting events supply chain to do business around the 2014 World Cup and Rio de Janeiro 2016 Olympics, as well as building on the scoping mission led by the advertising sector last year.

Hong Kong & Macao

- **Dates:** 10 March - 14 March 2014
- **Mission lead:** TBC
- **Geographic focus:** Hong Kong, with one day in Macao,
- **Sector focus:** Creative industries (design, fashion and digital), luxury, food & drink

Market background: Hong Kong is the UK's second largest market in Asia with around 5 billion of UK goods exported there in 2012. It's an open and business-friendly environment that is a major and attractive market in its own right, as-well as an ideal springboard into mainland China or a base for regional operations. Neighbouring Macao has become a significant gaming and tourism centre and has even overtaken Las Vegas in gaming revenues (US\$38 billion in 2012). More resorts and infrastructure projects are planned as the industry grows in Macao, creating large demand for UK goods and services especially in the creative industries, food & drink and hospitality sectors.

The Week: The centrepiece of the week will be the GREAT WEEK of Creativity in Hong Kong. This will celebrate the very best of Great British creative talent in a city with an insatiable appetite for creative excellence. Great British fashion, luxury, design and craftsmanship will be showcased through events and activities including fashion shows, gala ceremonies, product launches and networking events. It follows the success of the GREAT WEEK of Creativity last year which provided an incredible platform for British creative talent including the British Fashion Council and London Design Festival.

United Arab Emirates (UAE)

- **Dates:** 16 March - 20 March 2014
- **Mission lead:** TBC
- **Geographic focus:** Dubai and Abu Dhabi
- **Sector focus:** Creative industries (design), luxury, retail (including online)

Market background: The UAE is one of UKTI's designated High-Growth Markets and is the UK's largest civil export market in the Middle East and North Africa, exporting over £5 billion of UK goods. The UAE's retail sector has seen remarkable growth in recent years backed by a rapidly growing economy, strong consumer confidence and government efforts to diversify the economy. In Abu Dhabi the incredible transformation of Saadiyat Island into a world-class leisure, residential, business and cultural hub is a major opportunity for UK companies – especially in the retail, luxury and commercial interiors sectors. The island will house the world's largest concentration of premier cultural assets including the Louvre Abu Dhabi and Guggenheim Abu Dhabi.

The Week: The GREAT WEEK in UAE will be timed to coincide with ART Dubai and Dubai Design Days, two major events held under the patronage of the Dubai Royal Family. ART Dubai is the leading international art fair in the region and a cornerstone of its booming contemporary art community. It is expected to welcome over 25,000 visitors, including 75 galleries from 30 countries. Dubai Design Days is the first fair in the Middle East and South Asia dedicated to collectible, limited edition furniture and design and last year welcomed 10,000 visitors, art collectors and design enthusiasts.





Schedule and costs

Summary Schedule

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| Vietnam HCMC Hanoi Danang | 29 September - 5 October 2013 | Creative Industries: Film / Animation Education Retail |
| Japan Tokyo | 28 October - 1 November 2013 | Creative Industries: Design, Fashion, Digital Music Food & Drink |
| Mexico Mexico City Guadalajara Queretaro | 11 November - 16 November 2013 | Creative Industries: Animation & Video Games, Architecture Luxury |
| Russia Moscow | 20 January - 28 January 2014 | Creative Industries Global Sports Food & Drink Luxury Retail |
| Brazil Sao Paulo Rio de Janeiro | 10 March - 14 March 2014 | Global Sports Creative Industries: TV/Animation, Advertising Luxury |
| Hong Kong & Macao | 10 March - 14 March 2014 | Creative Industries: Design, Fashion, Digital Luxury Food & Drink |
| UAE Dubai Abu Dhabi | 16 March - 20 March 2014 | Creative Industries: Design Luxury Retail (incl. Online Exporting) |
| China Shanghai | April 2014 onwards Dates TBC | Creative Industries: Design Luxury Retail (incl. Online Exporting) Food & Drink |
| USA Los Angeles | April 2014 onwards Dates TBC | |
| Turkey Istanbul | April 2014 onwards Dates TBC | |

Cost of participation

The cost of participating in one of the GREAT WEEKS is £750 plus vat.

The fee covers your participation in the core business programme, including a sector event with local business contacts, market familiarisation session, market briefing, participation in a 'speed dating' session and attendance at the VIP reception. You will be responsible for your own travel and accommodation, although UKTI will recommend a preferred hotel at a group rate.

For eligible SME's there is also a limited fund of Market Visit Support available on a first come, first served basis.

To express your interest email
info@greatweeks.co.uk
or call: 0117 933 9546

For further information please visit:
www.greatweeks.ukti.gov.uk