

DESIGN MISSIONS TO ASIA 2010

JAPAN

Mission Dates	<u>26 - 30 October 2010</u>
Events	30 October -3 November, Tokyo Designers Week
Participation fee	£500*

KOREA

Mission Dates	<u>07 - 11 December 2010</u>
Events	07 - 12 December Design Korea 08 December, UK Design Seminar
Options	combine with Taiwan or India mission
Participation fee	£500*

TAIWAN

Mission Dates	<u>13 – 17 December 2010</u>
Events	11 - 19 December, Taiwan Design Expo 13 or 14 December UK Design Seminar
Options	combine with Korea mission
Participation fee	£500*

INDIA

Mission Dates	<u>13 – 17 December 2010</u>
Events	13-14 December 10 th CII Design Summit
Options	combine with Korea mission
Participation fee	£500*

Benefits included in participation fee detailed below

JAPAN 26 - 30 October 2010

This will be the seventh year of Design UK in Japan, a series of high profile events to showcase the best of British design. Design UK is organised by the British Embassy in Tokyo and UKTI. The mission is timed to coincide with Tokyo Designers Week and 100% Design Tokyo.

Opportunities in Japan

- Product design
- Branding consultancy
- Digital design
- Commercial interiors
- Design-led lifestyle products

What assistance will UK Trade & Investment (UKTI) provide?

For the participation fee of £500, companies joining the Japan mission will receive the following benefits:

- Mission briefing at the British Embassy
- B2B Workshop: Meetings with invited Japanese design and industry contacts at the Ambassador's Residence
- Showcase event at the Ambassador's Residence
- Design UK Mission Reception
- Optional guided retail tour of Tokyo
- Free entry to Tokyo Designers Week's main exhibition

There may be an opportunity to take part in other networking events during Tokyo Designers Week. Information on these events will be provided in due course.

During the mission, on request UKTI Japan can provide additional services such as extra B2B meetings and accompanying to prearranged meetings. These services should be commissioned via a separate Overseas Market Introduction Service order.

KOREA 07 – 11 December 2010

This mission is timed to coincide with Design Korea 2010, at which UKTI will have a stand with meeting facilities. There are growing opportunities for international collaborations as a result of Seoul City's designation as the World Design Capital 2010.

Opportunities in South Korea include:

- Public design, architecture, landscaping, industrial design, interiors, graphic design
- Product Design and Brand/Product Identity
- Design Consulting and Design Strategy

What assistance will UK Trade & Investment (UKTI) provide?

For the participation fee of £500, companies joining the Korea mission will receive the following benefits:

- Use of UKTI Stand at Design Korea to display brochures and to hold meetings (*Companies will have to cover all costs of shipping/freighting promotional material to the Embassy*).
- Arrangement of 3 individual appointments to targeted companies.
- Participation in a UK Design Seminar to speak about your company's excellent capabilities.
- Attendance at a Networking Reception
- Free inclusion in UKTI publicity for the mission - UKTI will publish a mission brochure, issue a press release and seek to organise interviews with local media.

During the mission, on request UKTI Seoul can provide additional services such as extra B2B meetings and accompanying to prearranged meetings. These services should be commissioned via a separate Overseas Market Introduction Service order

TAIWAN 13 – 17 December 2010

The annual Taiwan Design Expo now in its 7th year will be held in Taichung City in central Taiwan, the designated site of Taichung Cultural & Creative Industries Park. The theme of this year's Expo is "Essence", exploring the intrinsic values of design.

Opportunities in Taiwan

- Product design
- Branding consultancy
- Architecture and commercial interiors
- Museums, exhibitions and tourism design

What assistance will UK Trade & Investment (UKTI) provide?

For the participation fee of £500, companies joining the Taiwan mission will receive the following benefits:

- Mission briefing at the British Trade & Cultural Office
- Arrangement of 3 individual appointments to targeted companies.
- Attendance at a Networking Reception
- Participation in a UK Design Seminar to speak about your company's excellent capabilities.
- Accompanied visit to the Taiwan Design Expo

- Free inclusion in UKTI publicity for the mission - UKTI will publish a mission brochure, issue a press release and seek to organise interviews with local media.

During the mission, on request UKTI Taiwan can provide additional services such as extra B2B meetings and accompanying to prearranged meetings. These services should be commissioned via a separate Overseas Market Introduction Service order.

INDIA 13 – 17 December 2010

The mission is timed to coincide with the CII-NID Design Summit, an annual business conference for the design community (especially those from industrial product design, brand design and design education and training segments) and is in its 10th year. This year also coincides with the 50th year of the founding of India's premier design institute (NID). The Indian Design industry in India is growing substantially and there are clear trends that consumers, industrial end-users and governments are investing and spending increasing amounts for design services and designer products.

Opportunities in India

- Product Design
- Architecture
- Interior Design
- Retail Design
- Branding Consultancy
- Advertising Consultancy

What assistance will UK Trade & Investment (UKTI) provide?

For the participation fee of £500, companies joining the India mission will receive the following benefits:

- Background briefing meeting on India
- Accompanied visit to the CII Design Summit
- 3 individual business meetings
- Networking Reception with business contacts invited by the Embassy
- Further networking opportunities in 3 design clusters in Pune, Ahmedabad and Bangalore
- Inclusion in publicity for the mission

During the mission, on request UKTI India can provide additional services such as extra B2B meetings and accompanying to prearranged meetings. These services should be commissioned via a separate Overseas Market Introduction Service order.

TRAVEL AND ACCOMMODATION

Delegates will be responsible for their own travel arrangements, accommodation, subsistence and any conference registration fees. Hotels can be block booked at preferential British Embassy rates.

WHAT TO DO NEXT

To register your interest in joining any of these missions please email BOTH gwen.green@ukti.gsi.gov.uk and deborah.jones@ukti.gsi.gov.uk

For any enquiries/advice please contact the Creative Services Team in UK Trade & Investment on telephone: 020 7215 8327 or 020 7215 8033.