

International Design Seminar



TAKE THE FIRST STEPS TO WINNING NEW BUSINESS OVERSEAS

Date: Monday 29th March 2010

Location: Watershed, 1 Canon's Rd, Harbourside, Bristol, BS1 5TX

A free seminar sponsored by UK Trade & Investment (UKTI) aimed at South West creative services companies working in the areas of branding, commercial interiors, product design, digital design and packaging that are looking to expand their business and source potential clients overseas.

Please note the programme may be subject to minor changes

12:15 – 13:00	Registration & Lunch
13:00 – 13:05	Welcome & Introduction <i>Chair - Andrew Summers, Design Partners Chairman</i>
13:05 – 13:25	Establishing your International Position - Establishing a company's export readiness and what needs to be considered when exporting for the first time <i>Andrew Summers, Design Partners Chairman</i>
13:25 – 13:45	Design Export Case study - Firsthand experience of exporting: the opportunities and the pitfalls <i>Roger Proctor, Proctor and Stevenson Ltd and Chairman of South West Design Forum</i>
13:45 – 14:05	Support Services Available <i>Norris Myers, OBE, International Trade Adviser, UKTI South West</i>
14:05 – 14:15	UK Trade & Investment Creative Industries Toolkit <i>A free resource to help support your promotional activities in overseas markets</i> TBC
14:15 – 14:35	Q & A
14:35 – 14:45	Closing Remarks
14:45 – 15:00	Coffee break

15:00 – 17:00 "One to one" Clinics: (20 min. slots available, please indicate)

- Norris Myers, OBE/Sue Tisdall, International Trade Advisers, UKTI South West**
Professional exporting advice to UK companies including:
 - Assessing company potential to export
 - Advice on issues/aspects to take into account when considering exporting
 - Assistance with export strategy development
 - Information/assistance in accessing UK Government support
 - Help available to support the industry - including marketing – overseas

- Sandra Martin/Grace Howell, Sector Group Representatives, UKTI**
Provision of advice and information including:
 - General characteristics of overseas markets
 - Information on future UKTI activity in the UK and overseas markets
 - Specific opportunities in key overseas markets
 - Initiatives to support the industry overseas

To confirm your attendance please email: kate@britishdesigninnovation.org by **Monday 15th March 2010**. Telephone **01273 621378**.