



GLOBAL BUSINESS INNOVATION PROGRAMME

AUDIENCE OF THE FUTURE - CHINA

Visit dates

November 30th - 7th December 2019

Closing date for full application

13th October 2019

Delegates selected by panel and accepted onto programme

18th October 2019

Briefing event

W/C 4th November 2019

Innovate UK's Global Business Innovation Programme, delivered by Enterprise Europe Network, is organising a visit to China – (Shanghai, Shenzhen and Hong Kong) for up to 15 Creative Industries businesses who are working with Immersive Technology, such as Augmented reality, Virtual reality, Haptics, advanced Visualisations or other sensory interfaces. This is an excellent opportunity to showcase the best of

British creativity and to build international collaborative partnerships.

This fully funded programme consisting of a preparation phase in the UK, an 8-day programme of activity to China and subsequent follow up support, to help your business develop relationships with partners in the region, allowing you to gain a foothold in a market set for extensive growth.

We hope to facilitate new collaborations in the creative industries that deliver sustained economic, cultural and intellectual benefits in both countries.

WHY CHINA?

The value of the global market for creative goods doubled from \$208bn in 2002 to \$509bn in 2015.

China is the largest exporter and importer of creative goods and services, with its exports of creative goods growing at twice the global average between 2002 and 2015. China's exports

of creative goods in 2015 alone totalled \$168.5bn, four times those of the US.

Chinese mobile AR market is estimated to grow 110% for the next five years. With 624 million internet and 250 million 4G users - for UK businesses involved in immersive technologies, China represents a huge opportunity.

BENEFITS OF ATTENDING:

- Get a better understanding of the challenges and opportunities in doing business in China
- Find potential innovation partners
- Discover fresh ideas from International thought leaders
- Boost your profile in the UK and overseas
- Grow your business
- Improve your company pitch to International partners and investors

The Global Business Innovation Programme to China will comprise of representatives from innovative UK SMEs that are looking to develop strong international partnerships for future collaborations, leading to commercialisation.

Business representatives will work with a designated account manager and adviser to support a structured programme encompassing three main phases -

- **Getting ready for the market**
Pre-visit and in-country briefings providing market information, advice on how to do business in China, training on how to improve your pitch and articulate your value proposition and how to protect your IP.
- **Visiting the market**
Exclusive access to the Chinese market and the opportunity to meet key companies and research organisations. Targeted, pre-arranged meetings at organised matchmaking events.
- **Exploiting the opportunity**
Utilising a tailored Innovate to Succeed approach, comprising one to one support from a specialist Innovation/ Internationalisation adviser to follow up and take advantage of the opportunities identified.

PROGRAMME

30 th November	Depart London to Shanghai
1 st December	Arrive Shanghai – free time
2 nd - 3 rd December	Shanghai; UK-China Creative Industries event in partnership with AHRC including site visits plus welcome reception
4 th - 5 th December	Shenzhen; UK-China collaboration events to include one to one meetings and site visits
6 th December	Travel to Hong Kong; attend an exhibition and networking at 'The Business of Design Week' Hong Kong
7 th December	Depart Hong Kong to the UK

WHO SHOULD ATTEND?

UK registered, small and medium sized enterprises operating across the Immersive creative technologies sector.

THE COST

Innovate UK and the Enterprise Europe Network will organise and fund flights, hotels, and in-country logistics for all participants on the visit to the country. On acceptance to the programme a commitment fee of £500 (incl. VAT) will be obtained from each successful company which will be returned after their involvement in the international mission and agreeing an action plan post visit. Non-attendance of any part of the programme after formal acceptance may result in forfeiting some or all of the fee. You will be sent a link to pay your deposit in order to confirm your place once you have been formally accepted on the programme.

ELIGIBILITY

To participate in this programme your business must be an SME and established in the UK.

HOW TO APPLY

There is a competitive process to participate in the programme following an evaluation process, in which only the best applicants will be successful. To apply, please register your interest via [Eventbrite](#). Once you have expressed interest, you will be sent a link to the full online application form by one of our team. This **must be completed and submitted by midnight, 13th October**. Please note: expressing interest/making an application **does not secure your place**. Successful applicants will be informed by Friday 18th October.

FOR MORE INFORMATION

Please contact Gail Leathley – gail.leathley@rtcnorth.co.uk. +44 (0) 1134 689362