

Createch Trade Mission to India

10 - 15 December 2018, Mumbai & New Delhi

Calling the British Creative sector to explore the use of innovative technologies to enhance storytelling and business opportunities in India

This mission is an exceptional opportunity for UK content and immersive technology businesses to meet potential customers & partners and learn about the latest trends through conferences and networking receptions.

The Media & Entertainment sector in India stood at £17.64 billion in 2017 and is expected to grow at a Compound Annual Growth Rate of 11.6%, which is a faster rate than India's GDP growth, to reach £24 billion by 2020. The explosion of the mobile subscription base (£217 million by 2020) & OTT platforms is expected to double the number of online video subscribers to 500 million by 2020.

Mumbai is home to the Indian creative content and advertising industry, while policy decisions are led from New Delhi. The Department for International Trade (DIT) is leading a market visit to these cities to coincide with the DIT-led FutureTech Festival and the Confederation of Indian Industries (CII) Big Picture Summit.

The FutureTech Festival: An India-UK Tech Partnership Initiative

A **thought-leadership summit on the 11th and 12th December 2018 in New Delhi**, bringing together business, policy makers, venture capitalists, scientists and entrepreneurs.

The FutureTech Festival was announced in April 2018 by India Prime Minister Modi and UK Prime Minister May as part of a wider India-UK Tech Partnership. The partnership brings together business, government and civil society from both India and the UK to tackle shared challenges (across energy, skills, ease of doing business and financial services) and deliver mutual prosperity by nurturing entrepreneurship, securing jobs and growth for the future. Through the partnership we will ramp up joint activity in AI/Data, Fintech, Future Mobility, Cyber Security and Healthcare AI, in addition to delivering an India-UK Tech hub and a range of state-regional cluster partnerships.

The missions to the FutureTech Festival will support this partnership in key sectors such as Agri-Tech, Creative, Healthcare, Life Sciences and Technology. The festival will attract the best and the brightest speakers, companies and entrepreneurs shaping the future and drive trade and investment initiatives.

Event Details

Date: 10 - 15 December 2018

Location: Mumbai & New Delhi

Mission Fee: A £440 (ex VAT) mission participation fee applies to attendees covering access to events, networking sessions and group travel to event venues.

Costs of air travel, insurance, accommodation, airport transfer and subsistence are not included in the fee.

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We invite applications from export ready organisations with an innovative offer.

If you would like to submit an application please complete the form by clicking 'apply to attend'.

APPLY TO ATTEND

The closing date for applications is 12 October. Places are strictly limited so please apply early.



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Why attend?

- Participation in the India-UK FutureTech Festival;
- Participation in the Big Picture Summit organised by Confederation of Indian Industries (CII);
- Potential speaking and exhibition opportunities to build your company profile;
- Interact with top companies, industry associations and influencers in the Indian creative sector through introductions by DIT staff and invites to networking receptions;
- Quality advice from an experienced and specialised DIT India creative team;
- Inclusion in the Mission brochure delivered to potential partners and buyers;
- On-ground PR and social media coverage for your company;
- Celebrate innovation with an unmatched audience from a high-profile British platform.

Who should attend?

Indian businesses are interested in innovative offers across artificial intelligence and immersive tech that can help improve the quality & distribution of content including:

- VFX studios
- AR/VR studios
- Providers of VFX equipment and AR/VR equipment
- Post-production houses
- Content providers
- Educational institutes and skills development programmes in these areas

Mission itinerary

- **Sunday 9 December, Mumbai** - Mission participants arrive in Mumbai
- **Monday 10 December, Mumbai** - Meetings with advertising, marketing, film and TV sectors representatives
- **Tuesday 11 December, Mumbai** - Meetings with advertising, marketing, film and TV sectors representatives followed by evening FutureTech Festival reception
- **Wednesday 12 December, New Delhi** - Attend the FutureTech Festival
- **Thursday 13 December, New Delhi** - Mission programme
- **Friday 14 & Saturday 15 December, New Delhi** - Attend the Big Picture Summit organised by Confederation of Indian Industries (CII) (Exact date of Summit subject to confirmation by CII)
- **Sunday 16 December, New Delhi** - Mission ends

Apply to attend

If you would like to apply to attend the Mission and Reception please complete the application form [here](#).

For more information please email FTFMissions@BrayLeino.co.uk or call 0117 906 4574.

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