

# Createch Trade Mission to India

9 - 14 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:** 9 - 14 December 2018

6 - 8 December 2018 -  
**Optional programme**

**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.

**E:** [FTFMissions@BrayLeino.co.uk](mailto:FTFMissions@BrayLeino.co.uk)

**T:** 0117 906 4574

**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 19 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) - **Optional**;
- 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

- **Thursday 6 December, New Delhi** - Participate in the Big Picture Summit organised by Confederation of Indian Industries (CII) - **Optional**
- **Friday 7 December, New Delhi** - Participate in the Big Picture Summit organised by Confederation of Indian Industries (CII) (Exact date of Summit subject to confirmation by CII) - **Optional**
- **Saturday 8 December, New Delhi** - Free day for delegates- **Optional**
- **Sunday 9 December, New Delhi** - Mission participants arrive in New Delhi
- **Monday 10 December, New Delhi** - Meetings with Federation of Indian Chambers of Commerce & Industry (FICCI), Confederation of Indian Industries (CII), Event and Entertainment Management Association (EEMA)
- **Tuesday 11 December, New Delhi** - Attend evening reception at FutureTech Festival
- **Wednesday 12 December, New Delhi** - Attend the FutureTech Festival
- **Thursday 13 December, Mumbai** - Delegates fly to Mumbai and attend networking reception with Mumbai creative businesses
- **Friday 14 December, Mumbai** - Site visits and meetings with advertising, marketing, film and TV sector representatives.

## 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](mailto:FTFMissions@BrayLeino.co.uk) or call 0117 906 4574.

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## MAYOR'S INTERNATIONAL BUSINESS PROGRAMME

**LONDON**  
& PARTNERS

This opportunity is open to businesses from all regions of the UK. Companies on the Mayor's International Business Programme will also join this trade mission.



Department for  
International Trade