

UK Creative & Hospitality Trade Mission to the Kingdom of Saudi Arabia

2 - 6 February 2020



**INNOVATION
IS
GREAT**

BRITAIN & NORTHERN IRELAND



Front cover image:
Marshmallow Laser Feast, London



Contents

Foreword	3
About DIT	5
UK Capability	6-7
UK Companies	8-17
DIT Contacts.....	18

*Clarion Hotel designed
by Giles Miller Studio*



Foreword



Simon Collis
HM Ambassador

I am delighted to introduce you to some of the UK's leading creative and hospitality companies who have an international track record in providing expertise, innovative solutions or delivering amazing, engaging and memorable experiences that bring to life new destinations, visitor attractions and retail and leisure developments.

These companies are a real demonstration of some of the strength and diverse capabilities that exist within the UK's world-class creative industries and hospitality sector, which generates over £100bn a year to the UK economy.

The Kingdom of Saudi Arabia has ambitious and exciting plans to attract tourists and enhance the quality of life and to boost residents' participation in cultural, entertainment and sports activities and along with ambitious plans for future living like Qiddiya, the Red Sea Development and NEOM, demonstrate a positive sign of the KSA's commitment to deliver Vision 2030, creating a vibrant society, a thriving economy and an ambitious nation.

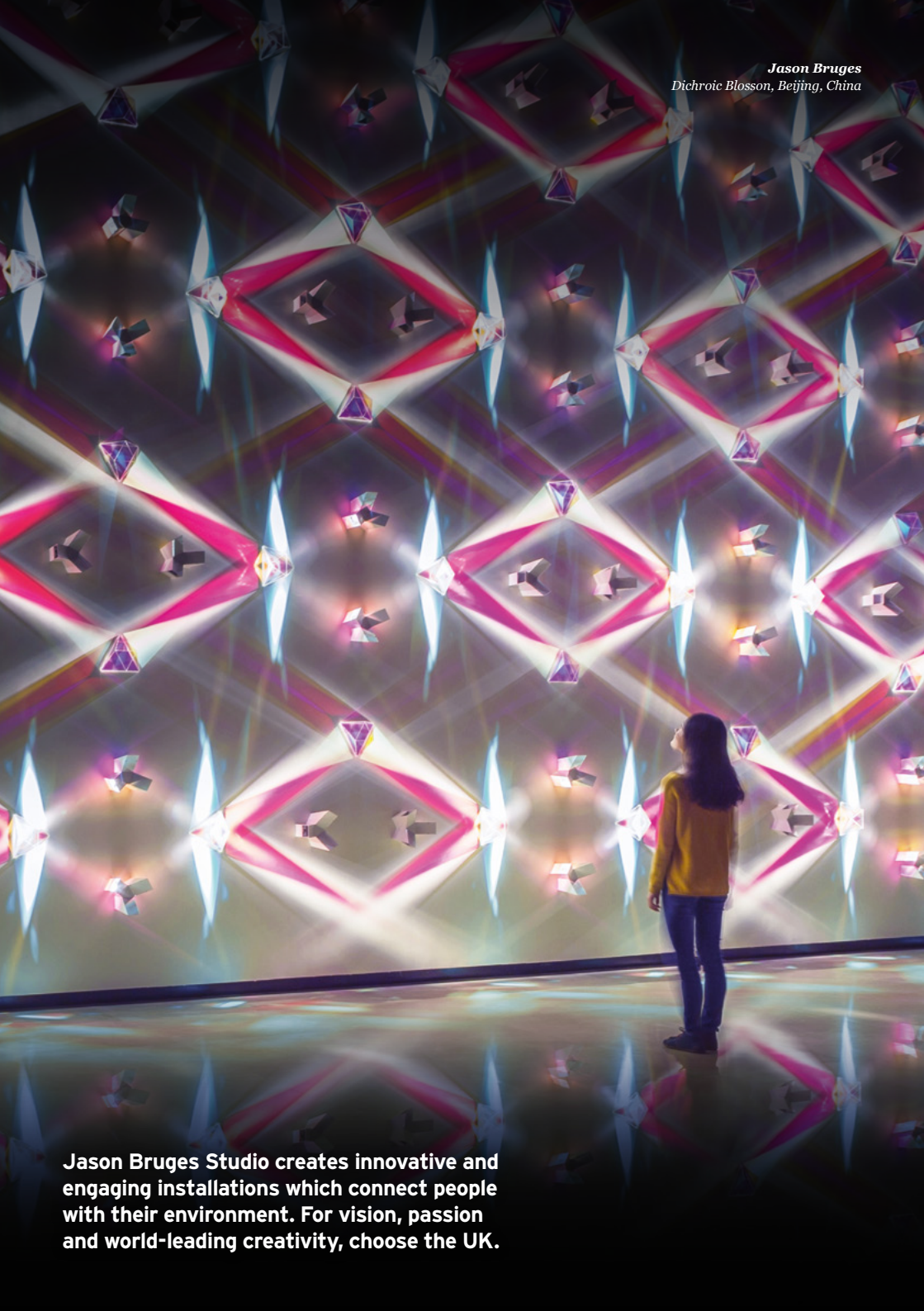
The Department for International Trade is keen to play a part and collaborate with the Kingdom to help shape these exciting new projects and has therefore identified companies for this visit who can offer ideas, innovative services and products that are well suited to doing business in the Kingdom. They each represent essential British business values of creativity, leadership, and bring their perceptive, sensitive and high-quality delivery to the challenges involved in delivering KSA's aspirations.

The delegation will participate in the Index and Saudi Entertainment and Amusement Show in addition to series of bilateral networking opportunities throughout their visit with key government agencies and private entities to explore how they can forge stronger business ties through discussions focused on current and planned projects, business opportunities and areas for future collaboration.

I am particularly pleased that this trade mission is an example of the very best of what the UK creative industries sector has to offer. You will find information and contact details on the companies involved on the following pages.

I wish all our participating companies a successful visit

Simon Collis
Her Majesty's Ambassador to the Kingdom of Saudi Arabia

A woman with long dark hair, wearing a bright yellow sweater and dark jeans, stands in a dark room looking up at a large, intricate light installation. The installation consists of a grid of diamond-shaped patterns. Each diamond is formed by overlapping translucent, colorful panels in shades of pink, purple, and blue. At the center of each diamond is a small, illuminated geometric object, possibly a stylized house or a flower. The overall effect is a vibrant, multi-colored pattern that changes as the viewer's perspective shifts. The floor is dark and reflective, mirroring the light patterns above.

Jason Bruges
Dichroic Blossom, Beijing, China

Jason Bruges Studio creates innovative and engaging installations which connect people with their environment. For vision, passion and world-leading creativity, choose the UK.

About DIT

The Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

The range of expert services is tailored to the needs of individual businesses to maximise their international success. Companies are given advice and practical support, and staff can assist at all stages of the business planning cycle, from inception to completion.

DIT offers expertise and contacts through a network of international specialists throughout the UK, and in British Embassies and other diplomatic posts around the world.

We are an international economic department, responsible for:

- supporting and encouraging UK businesses to drive sustainable international growth
- ensuring the UK remains a leading destination for international investment and maintains its number one position for international investment stock in Europe
- opening markets, building a trade framework with new and existing partners which is free and fair
- using trade and investment to underpin the government's agenda for a Global Britain and its ambitions for prosperity, stability and security worldwide

For more information, please visit:
www.great.gov.uk/international



UK Capability

Saudi Arabia is investing heavily in developing new world class entertainment, leisure and hospitality facilities as part of ambitious plans under the Kingdom's Vision 2030.

The major infrastructure work and services associated with these new world-class resorts, attractions and major events offers emerging opportunities for companies with specialist skills and expertise to assist in developing the various facets of these exciting projects.

The UK is in a strong place to respond with huge experience of creating exciting destinations, world class events and hospitality - bringing to life successful visitor attractions such as theme parks, museums, family entertainment centres, major events, retail outlets and heritage sites - places where the innovative and technical brilliance of UK companies helps create engaging and memorable experiences.

The UK companies on this trade mission have an impressive portfolio on work providing specialist consultancy, interior design, fit-out and furnishings, hospitality, creative digital and media expertise that bring projects to life.

The companies have the knowledge and the international experience that can help local developers and key decision-makers in Saudi Arabia create brilliant experiences and a first-class hospitality and tourism offer.

Whether a project needs a feasibility study or management consultancy, creative architecture and design expertise, specialist fit-out and furnishings, event management and exhibition services, innovative interpretation, audio visual and digital solutions, the UK has the companies with the know-how, cultural awareness and experience of working in the Middle East.

*muvi cinema suite designed by The Big Picture,
Jeddah, KSA*



Company Profiles

Areen Design



Andrew Linwood

Head of Hospitality

+44 (0) 208 748 8088
andrew.linwood@areen.com
www.aren.com

areendesign

Areen Design is a London based interior design practice, with a specialist commercial hospitality division. Since 2008, we have been delivering international hotel design to markets throughout the world, working alongside brands like Marriott, Hilton, and the InterContinental Hotel Group. As part of a larger group established over 30 years

ago, Areen Design's Hospitality Division design and deliver everything from our London studio. Our highly experienced team are experts in creating architecture and interiors that are as practical as they are beautiful. We pride ourselves on our ability to deliver world class interior design, on time and to budget.

Burgess Furniture Ltd



Simon Mead

Sales Director

+44 (0) 771 364 4093
smead@burgessfurniture.com
www.burgessfurniture.com

burgess
furniture

Burgess Furniture is Europe's leading designer and manufacturer of high-quality chairs and tables for the hospitality sector. With a rich heritage spanning over 60 years, the company has evolved from its roots in cycling when founder Gerald Burgess spotted an opportunity for growth in the aluminium handlebars of bicycles to create the world-renowned Burgess

stacking banquet chair. With a dedicated factory in South West London and an in-house creative team, Burgess continues to push the boundaries of modern furniture design, producing on-trend, innovative solutions for its international client base. To find out more about Burgess visit www.burgessfurniture.com

Company Profiles

Creative Technology Emirates LLC



James Crump

Sales Manager

+971 (0) 565 823 244

 jcrump@ctme.co

 www.ct-group.com



Creative Technology (CT) is one of the world's leading suppliers of specialist Audio Visual equipment to the sports, corporate, exhibition and entertainment industries. Our bespoke events staging services bring together advice, support and equipment of the highest quality, providing everything from large screen displays to content delivery systems.

Distinction Group



Mark Coad

Managing Partner

+971 (0) 521 424 101

 mark.coad@distinctiongroup.com

 www.distinctiongroup.com



For over 35 years Distinction Group has offered a comprehensive bespoke manufacturing service for high quality hotel, serviced apartments and build to rent furniture. With our decades of knowledge, manufacturing expertise and our unrivalled service we can make any FF&E project run smoothly.

Company Profiles

DJW Projects Ltd



Chris Wilrich

Director

☎ +44 (0) 159 061 2603
 ✉ cwillrich@djwillrich.com
 🌐 www.djwillrich.com



DJW are Audio-Visual Systems Consultants and Integrators primarily in the museum, theme park and FEC leisure industry. The company has over 30 years of experience in this industry, starting from the AV department of a museum. We have been working in Middle East for over 20 years, hence we understand the culture, and have completed such projects as SAASCC,

Kuwait; Gallery 4, KACWC, Dhahran; King Salman Science Oasis, Riyadh and SABIC, Riyadh. We can offer audio visual consultancy, lighting, audio and video systems supply and integration, AV System Control supply and integration and commissioning and programming.

Electrosonic Ltd



Paul Kent

Senior Consultant

☎ +44 (0) 779 667 5218
 ✉ paul.kent@electrosonic.com
 🌐 www.electrosonic.com



Electrosonic designs, builds and supports innovative technology solutions that create lasting experiences where people live, work and play. We create AV experiences and services for clients working in multiple sectors from the Kennedy Space Centre visitor complex and movie promotional experiences to North Sea Oil support offices and

Barclays command centers. Such a diverse portfolio means our innovations in one sector often cross-pollinate others, creating fresh, new thinking that leads to trail-blazing solutions for all.

Company Profiles

Engage Works Limited



Steven John Blyth

CEO

 +44 (0) 207 265 0258
 steve.blyth@engageworks.com
 www.engageworks.com

ENGAGE™
WORKS

With offices in London and Dubai, as a creative technology agency we combine the best creative with cutting edge technology to create unique, innovative and bespoke interactive experiences that excite, inspire and engage. As interactive visual consultants our experiences are designed to drive innovation through delivering engaging, collaborative and


immersive digital spaces for expos, visitor centres, marketing suites, museums and retail environments. We have crafted solutions for the world's most ambitious brands, including Sky, Dubai Future Foundation, Accenture, Bee'ah, Twitter, Mercedes Benz, Neom and EY

ES Global



Martin Hall

Business Development Manager - Middle East

 +44 (0) 787 647 7910
 martinh@esglobalsolutions.com
 www.esglobalsolutions.com



ES Global provides innovative and creative solutions for music, sporting, corporate and hospitality events. ES Global specialises in the delivery of dynamic stages, temporary structures, event overlay and expert project management. We ensure everyone is left with an unforgettable memory of your event, for all the right reasons.

Company Profiles

Global Infusion Group



Tony Laursen

Founder and CEO

+44 (0) 149 479 0700

tony.laursen@globalinfusiongroup.com

www.globalinfusiongroup.com



Global Infusion Group delivers catering, hospitality, logistics and entertainment solutions globally. Our UK headquarters are in Buckinghamshire but has established bases in the US, Middle East and China. We employ 130 full-time staff world-wide, supported by up to 3,000 freelance professional specialists to support the hundreds of global events and functions

we work at each year, from Buckingham Palace and 10 Downing Street to the Dubai World Trade Centre, Hollywood Bowl, Great Wall of China, London and Rio Olympics, European Games, and the more remote Ice Fields of Inner Mongolia.

Grown-Up Solutions Ltd



Mike Smith

Director

+971 (0) 567 587 987

mike@grownupsolutions.com

www.grownupsolutions.com



We provide solutions for brands looking to do more and to do it better. We don't simply provide advice, we truly optimise a business by providing planning and operational services, backed up by our extensive experience across the events and hospitality sectors. We also represent a portfolio of British companies in the Middle East region including one of the

world's leading event caterers and a ground breaking geo-location software provider. These companies all offer unique expertise and services with applications across major events, smart-cities, retail and hospitality. We provide a cost-efficient, white-label route to market, allowing them to reach their target clients with minimal time and financial investment.

Company Profiles

Inspired by design



Simon Shuck

Managing Director

+44 (0) 796 622 5503
info@inspired-by-design.co.uk
www.inspired-by-design.co.uk



When designing lighting do you keep the designs 'safe' to ensure ease of manufacture. When creating your lighting there's no need to limit your design ideas or concepts. With our help you can create striking lighting that could be a feature within itself and meeting your budget. Design without limits.

Laurence Harriman Ltd



Laurence Harriman

Director

+971 (0) 585 157 317
laurence@laurenceharriman.com
www.laurence-harriman.com

Laurence Harriman

The authorised representative of some of Britain's finest suppliers of interior design products. Specialising in designer pieces including furniture, lighting and accessories while ensuring the highest level of British craftsmanship and British service.

Company Profiles

NEWSUBSTANCE Limited



Paul Crick

Head of Client Services

+44 (0) 845 257 9611

paul@newsubstance.co.uk

www.newsubstance.co.uk / www.skymagic.show



NEWSUBSTANCE is an award-winning creative studio who imagine, design and build immersive/experiential installations, performance structures, automated scenic and kinetic lighting all over the world for the Arts and Entertainment industries. Design and technology are at the heart of what we do. We work from ideation and design to fabrication and

installation. We also have a performance drone division SKYMAGIC, which has one of the largest drone fleets in the world. We have experience of putting on large-scale drone shows in territories around the world for festivals, governments, major sporting events and for global brands.

Nulty Consultancy DMCC



Hala Nasrallah

Associate Director

+971 (0) 565 491 555

hala@nultylighting.co.uk

www.nultylighting.co.uk



Nulty is a leading-edge lighting design consultancy working with some of the world's foremost architects and interior designers. Collaboration and teamwork are at the heart of its practice; improving life through light, no matter what the scale, is its goal. Founded in London, Nulty is an award-winning lighting design consultancy renowned for delivering immersive lighting

projects for global brands such as Nike, Samsung, Harrods, Bloomingdale's and Burberry. Recent projects from Nulty's international teams include Selfridge's new eyewear department in London, Gate Village at Dubai's International Financial Centre, Hakkasan Terrace in Abu Dhabi.

Company Profiles

Russell Partnership Collection



Darren Moore

Country Director UAE

+971 (0) 585 572 028

darren.moore@russellpartnership.com

www.russellpartnership.com



Russell Partnership Collection are the UK's leading Food, Hospitality and Technology Collection delivering creative and commercially viable results to over 600 clients across 30 countries. Russell Partnership Collection encompass three companies who deliver international food consulting, hospitality technology

development and philanthropic food support. Russell Partnership Collection comprises of Russell Partnership Consulting, Russell Partnership Technology and Russell Partnership Foundation.

Serapid



Iain Forbester

Manging Director

+44 (0) 135 923 3335

i.forbester@serapid.com

www.serapid.com



SERAPID produces customised solutions for moving heavy loads horizontally and vertically using our Rigid Chain Technology (RCT). SERAPID applies this technology to provide a diverse range of lifts and moving features for architectural and entertainment markets. Turnkey projects have ranged from opening roofs, travelling

bars, feature lifts, truck, car and goods lifts and numerous other bespoke applications across the globe. SERAPID provides a full upfront concept design service and we would be happy to discuss specific project requirements with any prospective client.

Company Profiles

Service Graphics



Matthew Latto

Business Manager

+44 (0) 789 099 8603

matthew.latto@servicegraphics.co.uk

www.servicegraphics.co.uk

SERVICE GRAPHICS 

Service Graphics - the UK's leading brand for the production of large format graphics. Creative visual communication is our business working across the UK and Internationally. We create visual experiences that connect people with brands. Our teams specialise in Exhibitions, Events, Museums, visitor attractions, Retail, Sports and Property delivering stand-

out graphics and signage that engage audiences, visitors and customers alike. From the simple to the complex we work on the broadest range of projects - from a banner to dressing a stadium; from a poster to a building wrap; from one graphic panel to a multi-national campaign.

Stage One Creative Services



Tim Leigh

Managing Director

+44 (0) 792 121 2976

tim.leigh@stageone.co.uk

www.stageone.co.uk



Stage One is a manufacturing and innovation company that serves the creative industries sector. It is best known for engineering and fabricating the Olympic Cauldron for the London 2012 Olympics and the Founder's Memorial in Abu Dhabi. Our competitive advantage comes from delivering artworks and experimental architecture in compressed timeframes.

We have delivered the Chanel Mobile Art Container and the Hive at the Milan Expo which are both highly technical artworks. We are based in the UK and deliver projects all over the world.

Company Profiles

Trivandi DMCC



Nick Davion

Regional Director MENA

+971 (0) 501 562 361
nickdavion@trivandi.com
www.trivandi.ae



Trivandi is a major event and venue specialist. We provide subject matter expertise through our core team and network of experienced specialists to venue, attraction and event owners. Our focus is on operational and design excellence. Born out of the team that delivered the London 2012 Olympic Games venues Trivandi has worked in

22 markets providing advice, guidance and operational expertise on many of the worlds greatest events. In addition to operational and design work, our executive team provide government level strategic consultancy on event and venue activation.

Zip World



Sean Taylor

Founder & President

+44 (0) 797 437 9075
sean@zipworld.co.uk
www.zipworld.co.uk



Zip World commenced trading in 2013 and has since established itself as one of the leading adventure companies in the UK, with a recognisable brand in the leisure activity market. Sean founded Zip World with a vision for the company to be a world leader in the adventure tourism sector. An independent Economic Impact Assessment report (dated November

2018) by North Wales Tourism highlighted that Zip World had attracted over 1 million visitors to North Wales since 2016, adding over £251m to the local economy. Zip World continues to grow with several new sites and developments in the pipeline.

Department for International Trade Profiles






Department for
International Trade



Barrie Harris

Sector Manager

Creative Services - Department for International Trade




 +44 (0)20 7215 4274
 barrie.harris@trade.gov.uk
 www.great.gov.uk



Graham Ellis

Middle East Business Specialist

Creative Industries - Department for International Trade UK




 +44 (0) 78 251 962 95
 graham.ellis@trade.gov.uk
 www.great.gov.uk



Yamish Yakoob

Senior Trade Adviser - Creative Industries

Department for International Trade KSA

 +966 (0) 50 463 88 49
 yamish.yakoob@fco.gov.uk
 www.great.gov.uk



Department for
International Trade

great.gov.uk

DIT

The UK's Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

Disclaimer

Whereas every effort has been made to ensure that the information in this document is accurate the Department for International Trade does not accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

© Crown copyright 2020

You may re-use this publication (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence.

To view this licence visit:

www.nationalarchives.gov.uk/doc/open-government-licence

or **e-mail: psi@nationalarchives.gov.uk**

Where we have identified any third party copyright information in the material that you wish to use, you will need to obtain permission from the copyright holder(s) concerned.

Published January 2020 by Department for International Trade.