

## THE WEST COAST INTERACTIVE MISSION November 2010



UK Trade & Investment (UKTI) is the government organization that helps UK-based companies succeed in the global economy. UKTI also help overseas companies bring their high quality investment to the UK's dynamic economy – acknowledged as Europe's best place from which to succeed in global business. UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

UK Trade & Investment (UKTI) would like to extend your company an invitation to attend the West Coast Interactive Mission. The mission is intended for interactive technology, design, and/or development companies with an interest in entertainment and media content. Sixteen of the UK's leading SMEs in the interactive space will visit Los Angeles and San Francisco for a full week of meetings and networking events with decision-makers at leading US entertainment and media companies.

In 2009, the mission programme included visits to Facebook, Apple, Warner Bros. Technical Operations, Sony Pictures Digital Networks, Lionsgate Digital, Evite.com, Smule, Current Media, and agencies like IDEO, Astro Studios, and The Ant Farm. It also included two networking receptions, a roundtable on doing business in Silicon Valley, and a meeting with the Head of New Media at major talent agency ICM. This year's mission programme will be developed along similar lines.

The mission will take place the week of 8 November.

To be selected for this mission, companies must submit an application by 17 September and fulfill the following criteria:

- Classified an SME (less than 250 employees)
- UK headquartered
- Provide innovative digital media products, services or applications for design, publishing, gaming, music, video, film,

social/mobile interactions, digital display, or advertising

- Ready to do business in the US, either directly or through potential US partners
- Two years trading history, or failing that, compelling early-stage fast-track potential
- Provide references from key sponsors/industry players
- Pay a registration fee of £600
- Arrange and pay for your personal travel and accommodation costs (approximately £1700 including airport transfers and internal flight)

Successful applicants will be notified by 24 September, at which time the registration fee will be due.

The registration fee will cover:

- A pre-mission briefing
- Marketing and PR before and after the mission
- Meetings with key US industry players
- Evening networking events in Los Angeles and San Francisco
- Local transportation between meetings

**For further information and to request an application form please contact:**

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