

**CREATIVITY  
IS  
GREAT**

**BRITAIN & NORTHERN IRELAND**



## **DIT Creative Mission to Northern Powerhouse March 2017**

**Application Deadline: 10 February 2017**

*The Department for International Trade (DIT) is leading a Digital Media (Gaming/Animation) inward investment mission from Ontario to Manchester, Liverpool and Newcastle (three of the cities that make up the Northern Powerhouse). DIT is looking to recruit 5 - 6 leading companies in Ontario to visit the region.*

The Northern Powerhouse is UK Government's ambition to bring together the great cities, towns and rural communities of the North of England and Wales to become a powerhouse for the UK economy, with modern transport links, a revolutionary new style of governance and increased investment.

The creative industries, especially media and digital, are right at the heart of the Northern Powerhouse initiative. Since inception, the region has recorded 127% growth.

### **What is provided?**

- Round trip airfare to Manchester provided by Northern Powerhouse and the Department for International Trade
- 5 day bespoke programme focusing on introducing delegates to the relevant ecosystems and regional programmes in the North of England
- Independent business development time, soft-landing space and support activities at incubators

### **For more information:**

Henry Long,  
Investment Officer

**E:** [henry.long@mobile.trade.gov.uk](mailto:henry.long@mobile.trade.gov.uk)

**T:** +1 416 593 1290 x2256



Department for  
International Trade

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### Benefits of Attending

- Benefit from PR opportunities by being part of a high profile mission led by the Department for International Trade
- Network with leading industry peers
- Connect with major Tech North accelerators and incubators and learn from successful mentors in a one-day workshop
- Receive invaluable advice and mentoring from industry experts, UKTI sector specialist and Government representatives
- Meetings and networking with investors, incubators and partner companies.

### Regions:

#### Manchester

Some of the world's most highly acclaimed talent have grown within Manchester working for companies such as Mackinnon & Saunders, Factory, Studio Liddell, Brown Bag Films, TT Games and Cloud Imperium. The region is HQ for the UK's largest children's commissioners, CBeebies, CBBC and CITV, who are uniquely co-located at MediaCityUK. The city is also home to a myriad of world-class companies working across post-production, visual effects, motion capture, augmented reality, gaming, app development and digital design. Access to commissioners, a comprehensive supply chain and talented staff, combined with state-of-the-art facilities, make Manchester the ideal location for companies looking to create multimedia, multi-platform content for children.

#### Liverpool

Liverpool has great video game heritage and is now home to a new wave of start-ups such as Firesprit, Starship and Lucid Games. In total there are over 35 games companies in the region, employing over 350 people - without including Sony's QA operations that house over 500 staff. In addition to the games sector, Liverpool firms have delivered creative solutions for Disney, Sony, BBC, Virgin Media, Vodafone, LinkedIn, Nintendo, Microsoft, Google and Amazon.

#### Newcastle

Located in North East England, Newcastle is the economic and creative heart of the fastest growing tech region in the country. In terms of gaming as a proportion of creative industry, Newcastle is top in the UK. The city boasts a highly-skilled workforce and a regional graduate pipeline of over 110,000 students, almost half of whom study STEM (Science, Technology, Engineering and Mathematics) subjects. Compared to London and other major cities, property and staffing costs are significantly less in Newcastle. This has attracted businesses including Bede Gaming, Epic Games, CCP Games, Zerolight, Oculus and Atom Hawk to the city. Once here, a fantastic range of networks - including Dynamo, Digital Union, Tech North and Digital Leaders - support their growth and inclusive in the business community. Ubisoft, the world's third largest independent video games publisher, are the biggest gaming company in the city employing around 450 staff.

### Eligibility Criteria:

- The company must be a digital media company within the gaming or animation sector
- The company must be Canadian headquartered in the province of Ontario
- Company must be at least 12 months old
- Company must be committed and willing to establish a presence in the UK within 2 years as part of its business plan

For a company to be eligible to participate in the mission, they must submit an application. Successful applicants will be notified by the second week of January.

### Apply:

To submit an application [Click here](#)

Application deadline 10 February 2017

No applications will be considered after the deadline

