



Northern Powerhouse

UK group visit to Game Developers Conference

San Francisco, USA - 14 to 18 March 2016

Join this flagship visit to get a unique introduction to the US and global gaming industry with a fantastic programme of support from UK Trade & Investment (UKTI).

Ukie will again host the mega UK industry stand, where participants of the mission will have the chance to network with global players.

GDC is the world's largest and longest-running professionals-only game industry event. Attracting over 24,000 attendees, the show is one of the primary global events for programmers, artists, producers, game designers, audio professionals, business decision-makers and others involved in the development of interactive games to gather to exchange ideas and shape the future of the industry.

This market defining conference features over 400 lectures, panels, tutorials and roundtable discussions on a comprehensive selection of game development topics by leading industry experts. In addition, the GDC expo showcases all of the most relevant game development tools, platforms and services helping to drive the industry forward.

Your opportunity:

- find out about the future industry trends from leading US industry luminaries
- make international games industry contacts
- participate in behind-the-scenes conversations that can change the direction of your strategy

Benefits of joining the UKTI hosted mission:

- 1:1 support to plan your international strategy before, during and following the show
- connect with large group of UK gaming companies
- country and sector briefings from US team
- guided floor walk of the conference
- prestigious networking reception
- additional programme including company site visits or meetings
- £500 funding towards travel and accommodation is available for eligible companies (speak to a UKTI International Trade Adviser)

This visit is expected to be highly popular and places will be reserved on a first come first served basis.



Indicative programme as below:

Sunday 13/3/16	Delegates to arrive in San Francisco - rest day
Monday 14/3/16	9:00-10:00 UKTI briefing am/pm - GDC/Seminars at Convention Centre
Tuesday 15/3/16	GDC/Seminars at Convention Centre
Wednesday 16/3/16	Main conference at GDC Evening - Networking reception
Thursday 17/3/16	Main conference at GDC
Friday 18/3/16	Main conference at GDC
Saturday 19/3/16	Return flights to the UK

Companies will be free to arrange their own travel

Eligibility

Small and Medium sized enterprises will be eligible to join the market visit to GDC providing it is part of an agreed export strategy. Companies should contact their local International Trade Adviser to discuss their eligibility for this market visit and to arrange the commissioning of any pre-visit market information.

To access conferences and seminars you will need to purchase your own pass. Details of this can be found at <http://www.gdconf.com/> For companies that want to exhibit at the event, rather than visit, there is a separate grant available through UKTI's Tradeshow Access Programme (TAP) - contact sam.collins@ukie.org.uk. Companies are allowed either the market visit grant or the TAP grant (not both).

Travel and estimated costs

British Airways fly from Heathrow and Manchester and Finnair, and Virgin Atlantic fly from Heathrow.

Indicative costs for return flights and accommodation is estimated at around £1,500 (based on flights at £600 and hotel for six nights at £150 per night)

Early booking of flights and hotels is recommended as prices will rise.

Next steps:

1. Register your interest online: gdc2016.eventbrite.co.uk
Or contact lead organiser Ajay Desai:
E: ajay.desai@mobile.ukti.gov.uk
T: 07889807476
2. Complete an application form for market visit support funding, where eligible
3. Provide the following:
 - a) a head and shoulder photo for the electronic brochure
 - b) a short description on the purpose of your visit (max. 100 words)
 - c) website, email and contact details

nb. Closing date for applications: 20 February 2016



A Northern Powerhouse Event With a GDP of almost £350bn the Northern Powerhouse economy is larger than those of Taiwan, Sweden or Denmark - equivalent to being the 21st-biggest economy in the world. Spanning the north of England, the Northern Powerhouse unites a host of the UK's biggest cities and pools a wealth of world-class expertise and business talent. Businesses here export over £60bn of goods and services to every corner of the globe, yet the Northern Powerhouse still offers massive potential for future international export growth.

