



Support for Digital Media and Creative Industries

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Scottish Development International

Scottish Development International?

- International arm of Scottish Enterprise joint funded with Scottish Executive
- Now *one* body dealing with:
 - International Trade (*ex-Scottish Trade International*)
 - and Inward Investment (*ex-Locate in Scotland*)
- Assist companies into overseas markets by:
 - Experienced staff in Scotland
 - Supporting local Business Gateway Internat. Trade / LEC Network / **Cultural Enterprise Offices**
 - Providing access for companies to Consulate services overseas
 - Providing Access for companies to **SDI Overseas Offices**

SDI – Digital Media & Creative Industries Team

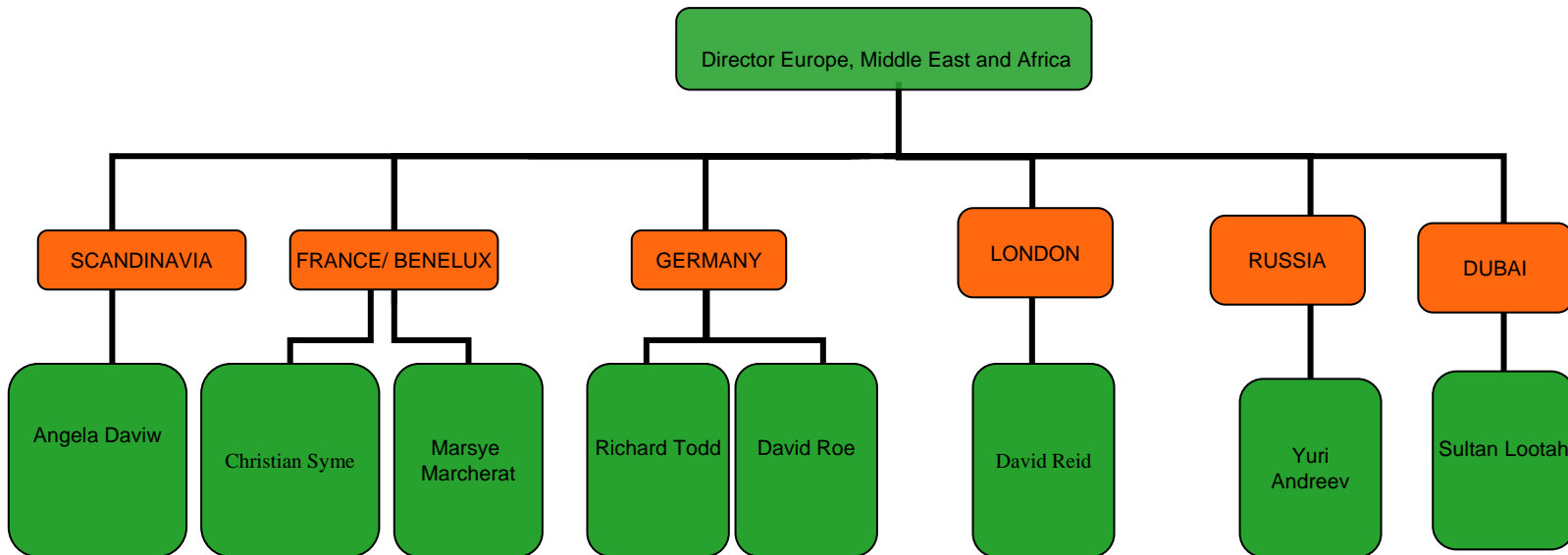
- What do we do?
 - Support the **Scottish Enterprise Cluster plan** for the Digital Media and Creative Industries sector in Scotland
 - Focus on international support for Scottish companies to grow their businesses in the following sectors:
 - **Digital Media and Electronics Entertainment**
 - **Mobile content companies**
 - **Film, TV and animation production companies**
 - **Publishing companies**
 - **Advertising companies**
 - **Music companies and record labels**
 - Support companies to exhibit on Scottish pavilions at key trade events
 - Organise trade missions for Scottish companies into target markets
 - *One-to-one* work with companies to develop their international strategies
 - Provide access to **SDI overseas offices** to implement strategy

SDI overseas offices

- What can they do for you?
 - In-market advice together with SDI Sector Teams, local **Business Gateway** offices and **Cultural Enterprise Offices**
 - Advice on practical market entry strategies/approach
 - Hands-on advice for sales approaches/introductions
 - Initial interpretation / translation requirements
 - Screening of potential agents/distributors/partners...
 - Support with follow-up communications
 - Appointment arrangement to follow-up your communications

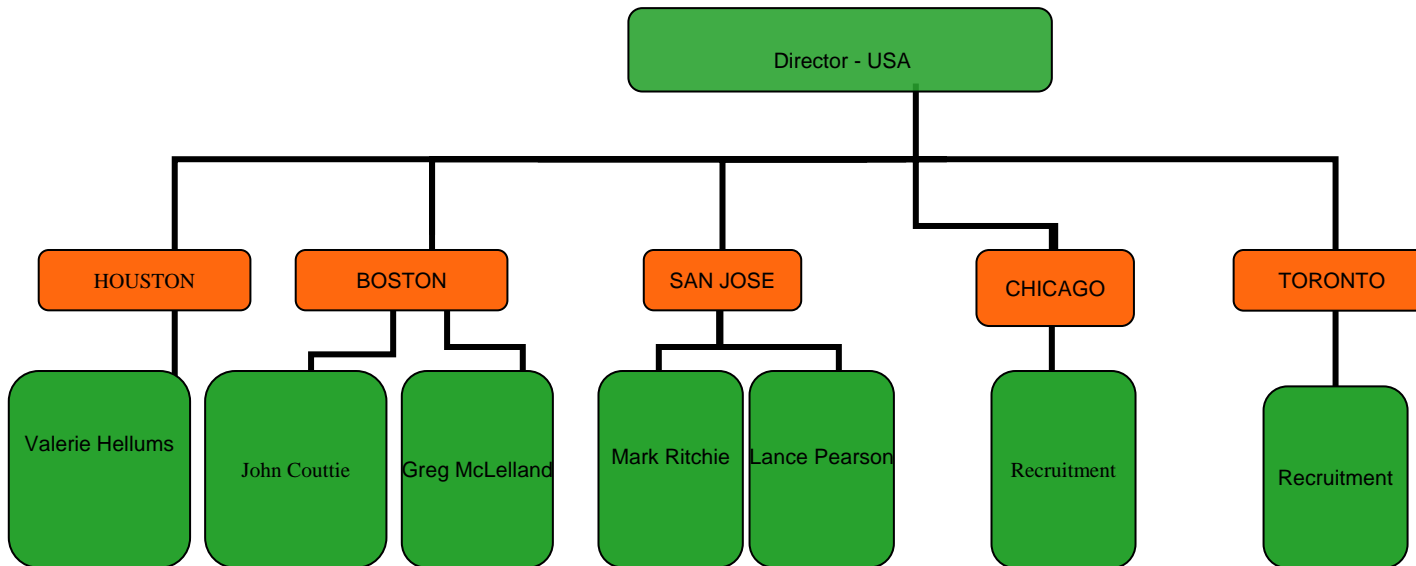
Access to SDI overseas offices

1) Where are they? – Europe, Middle East and Africa



Access to SDI overseas offices

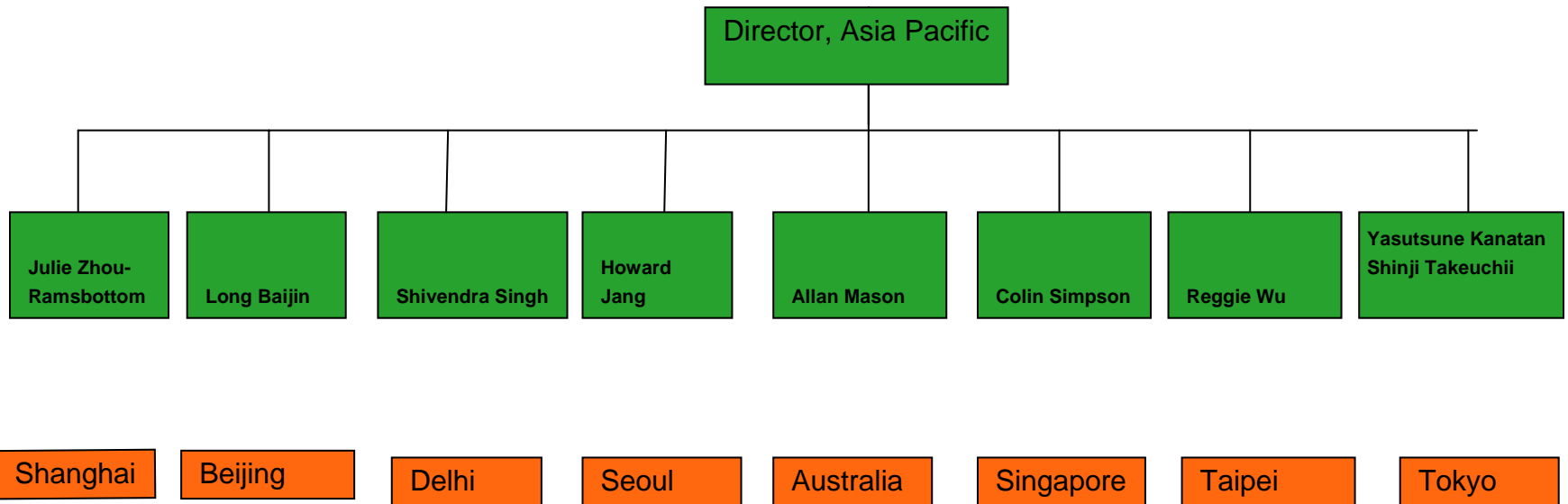
2) Where are they? - Americas



Access to SDI overseas offices

3) Where are they? - Asia Pacific

Based in Shanghai



SDI: Overseas Market Support

- How do you access the services of SDI offices?

- £400 +VAT for 5 days of SDI offices' time
- £200 per day for each additional day

OMS demands that initial research be done

- Usually via the Consulate Network
 - Costs £600 - £1800 per report
- Initial Contact via local **Business Gateway** to SDI sector teams
 - Defines work to be done and schedule
 - Demands follow-up market visits

SDI overseas office networks

- SDI offices know their local markets
- Work closely with the British Consulate Network
- Set up to do the “hand-holding” to get you through doors
- OMS is there to give a structured approach
- SDI can’t do the “sales job” for you
- Success depends on Scottish company:
 - ***Profile***
 - ***Preparation***
 - ***Professionalism***

CEO: Cultural Enterprise Office

- Key strategy from [Scottish Enterprise DMCI Cluster Plan](#)
- Role of CEO is to encourage and prepare Pre-start Enterprises in Cultural Industries
- Aims to have these companies make better use of *existing* Enterprise Company support structures to promote growth
- Pilot office ran for 3 yrs in Glasgow (CCA)
- Focus on Commercial Growth for pre-starts
- Similar structure to local [Business Gateway](#) but with a Cultural Industries focus
- Evaluation completed beginning 2004

CEO: Cultural Enterprise Office

Evaluation results:

Target Description	3-year target (to Nov'04)	Actual to End '03
Enquiries	1500	1519
Businesses substantially assisted	540	448
Specialist training initiatives	9	36
Business networking events	11	35
Links established with HE/FE	12	23
Business starts	50	45*

CEO: Cultural Enterprise Office

- Project rolling out to other Scottish Creative Centres
 - Edinburgh
 - Dundee
 - Aberdeen
- Glasgow to act as National Hub
- Local advisers being set up in other areas with local partnerships
- Close working with local **Business Gateways**
- *Caveat*: No grant-giving or direct financial support
- Aim to maximise self-sustaining revenues

Scottish Development International

For further information on Cultural Enterprise Offices:
www.culturalenterpriseoffice.co.uk

For further information on any SDI services
www.scottishdevelopmentinternational.com