



CREATECH 2018 ANNOUNCES JAGUAR DESIGN GURU AND INTERNATIONAL TRADE DELEGATES

Ian Callum, Jaguar Director of Design, is the latest addition to the programme for **Creattech 2018 (#creattech)** on June 12th as part of London Tech Week.

Mr Callum has headed design at the iconic Jaguar brand for almost two decades, leading the design team on innovations such as the F-PACE, Jaguar's first SUV, and the I-PACE, its first all-electric vehicle.

A recipient of the Minerva Medal, the highest accolade from the Chartered Society of Designers, Mr Callum was named as UK design's most influential person by The Drum, the industry publication, in 2015.

At Creattech 2018, which will explore how creativity and technology interact across industries, the designer will discuss how Jaguar Land Rover harnesses Creattech in a joint session with Imagination, the automotive group's creative agency.

During the conference delegates will also learn the first details of two unique lists of businesses operating in the UK that are bringing creativity and technology together to power their growth.

The lists of 100 names apiece will be published by the Creative Industries Council and TLA, the tech body. They are designed to highlight the UK's potential to become an international Creattech hub in collaboration with international partners and investors.

International delegates attending Creattech include Indian Immersive Technologies companies, representatives of the Korean Creative Industries Forum, the Shanghai International Advertising Festival, and US Women in Tech.

The mixture of disciplines, business types and global markets represented will make the event a unique opportunity to inform and network in this fast-growing category.

www.thecreativeindustries.co.uk



A series of breakout sessions led by leading industry figures, will enable delegates to explore in depth different aspects of Createtech in relation to funding, blockchain and IP, artificial intelligence, experiential formats, personalisation, mobility, and globalisation.

There will also be a presentation by **Steven Chang, corporate VP of Ten Cent, the Chinese e-commerce giant**, and a panel on the opportunities of creative disruption, featuring **Jeremy Silver, CEO of Digital Catapult**, the funding body, and **Sarah Golding, the CEO of The & Partnership**.

Confirmed speakers for the day include:

Tim Davie, CEO BBC Worldwide

The Rt. Hon. Matt Hancock MP, Secretary of State Department for Digital, Culture, Media & Sport

Nicola Mendelsohn, CBE, Co-Chair Creative Industries Council & VP EMEA Facebook

Stef Calcraft, Executive Chairman, Dentsu Aegis Network UK

Julian Baker, Global Chief Creative Officer, Imagination

Luke Scott, RSA Films

Secretary of State for Digital, Culture Media and Sport, Matt Hancock, said:

"This event is at the nexus of creative and digital industries. We are determined to ensure the UK cements its position as the most creative and innovative place on earth."

Createch 2018 takes place from **09.30 to 18.00 on June 12th** at

Code Node
10 South Place
London
EC2M 7EB

Tickets are priced £150 [Book tickets](#) now.

Find out more about developments in [Createtech](#).

www.thecreativeindustries.co.uk



Contacts

For PR/Journalist enquiries, please contact: antje@createch2018.com/
07803207014

Twitter: [@CreativeIndsUk](https://twitter.com/CreativeIndsUk) Hashtag: #createch

ENDS

About the Creative Industries Council

The Council focuses on areas where there are barriers to growth facing the sector, such as access to finance, skills, export markets, regulation, intellectual property (IP), diversity, and infrastructure. Council members are leading figures drawn from across the creative and digital industries including TV, computer games, fashion, music, arts, publishing and film. Visit [this page](#) for more information on the Council's role.

The website, www.thecreativeindustries.co.uk, fulfils the CIC's role to promote the UK's creative industries both in the UK and abroad.

www.thecreativeindustries.co.uk