

**NOT FOR PUBLICATION UNTIL 10AM BST ON TUES, JUNE 11TH**

## **UK CREATECH PIONEERS SHOWCASED TO INDUSTRY LEADERS & INTERNATIONAL GROUPS**

Fifty breakthrough UK businesses and projects harnessing creativity and technology are featured in a report published today (Tues) at the Createch 2019 conference, part of London Technology Week.

The ‘*Ones to Watch*’ report is being launched at the annual Createch event, hosted by the Creative Industries Council (CIC) to bring together industry leaders, international delegations and attendees from different creative and tech disciplines.

The report reflects the UK’s strong international reputation in both technology and creative fields, with the government estimating that global companies plan to invest at least £1.2bn in UK technology.

Digital and creative industries contributed £130bn and £101.5bn, respectively, to the UK economy in 2017, and there is excitement over the area - known as Createch - where the two interact.

Compiled by innovation specialists Springwise with support from London & Partners, Digital Catapult and the GREAT campaign, ‘*Ones to Watch*’ features examples of how creative and tech expertise combining to transform products, services, and experiences.

The report was launched by Tim Davie, CEO of BBC Studios and Co-Chair of the CIC, a joint forum of government and industry, who described it as a “*who’s who guide of the UK companies at the forefront of Createch*”.

The document identifies four main growth opportunities where creative skills interact with artificial intelligence, mixed reality and other forms of technology.

These opportunities are:

**[www.thecreativeindustries.co.uk](http://www.thecreativeindustries.co.uk)**

- **immersive entertainment**
- **transformational experiences**
- **seamless service**
- **personalised tools**

‘*Ones to Watch*’ includes innovators bridging technology and advertising, architecture, crafts, TV and film, all forms of design, music, the performing arts, photography, publishing, and the visual arts.

The report categorises innovations according to how they are experienced by individuals – for instance, whether they are experienced as more emotional or more functional.

This model was used to shape the conference programme, which has attracted delegations from China, South Korea, Japan, India, and Argentina. They form part of the event’s unique audience of senior decision-makers, entrepreneurs, creatives, and technologists.

In addition to BBC Studios, other organisations participating in Createtech include the Premier League, Digital Catapult, the UK technology innovation centre, Westwin China, the specialist in Chinese marketing, and Rewind, the immersive entertainment business.

Government participants included Margot James, Minister of State for Digital and Creative Industries, and Graham Stuart MP, the Minister for Investment.

CIC Co-Chair and BBC Studios CEO Tim Davie said: *“The UK is world class for brilliant creative talent and technological expertise and Createtech 2019 is an exciting opportunity to explore the boundless possibilities presented by the interaction of the two sectors.”*

*“The publication of the ‘Ones to Watch’ report provides outstanding examples of companies of all sizes from across the country who are breaking new ground in this area and changing our lives.”*

Createch 2019 was supported by **Facebook**, **Imagination** and **Kingston Smith**. **Nike** supported a ‘Meet the Corporate’ strand.

To co-incide with Createtech, a new three-year export strategy for the UK creative industries was also published.

The strategy was developed by the Creative Industries Trade & Investment Board (CITIB), which is chaired by Annette King, CEO of advertising network Publicis Groupe UK.

The board was set up as part of industry commitments in the Creative Industries Sector Deal agreed between ministers and the CIC in 2018.

Its strategy sets out a raft of recommendations to help the UK achieve its target of increasing the value of exports of creative services and goods by 50 per cent between 2018 and 2023.

Recommendations cover areas such as improving links with Trade Commissioners to promote the UK creative industries in the priority exports markets of China, USA, Europe, the Middle East, and Japan.

Board members will also aim to recruit industry leaders with a presence in target markets to act as Creative Industry Ambassadors.

CITIB chair Annette King said: *“The UK is a world leader in creative industries thanks to both the wealth of talent we have here, and attract from across the globe.*

*“By continuing to build on the success of our small businesses this strategy begins a new stage in our industry’s relationship with Government, where we work together to drive the success of our vibrant and exciting industry.”*

Download ‘Ones to Watch’ and the ‘Export Strategy’ report from <http://www.thecreativeindustries.co.uk/resources/strategy>

Find out more about developments at <http://www.thecreativeindustries.co.uk/industries/createch>.



## **Contacts**

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**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](http://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](http://www.thecreativeindustries.co.uk)**