

# **IBERIA > Spain + Portugal**

## **Creative Opportunities in Iberia**

**22 September 2009**

**Design Embassy - Victoria & Albert Museum**

# GENERAL INFORMATION

## Spain

- ❑ Population 46 million
- ❑ Households 11 million
- ❑ Birth rate 1.39
- ❑ Immigration 5 million

## Portugal

- 10.5 million
- 4 million
- 1.5
- 4.9 million

## SPAIN & THE UK

- ❑ 7th largest export market / 7th largest import source
- ❑ 3.2% of all exports – UK exports twice as much to Spain as to China and three times as much as to India.
- ❑ 2.4% of all imports.
- ❑ UK second largest foreign investor in Spain over the last decade.
- ❑ Spain is amongst the leading investors in the UK in recent years and the main foreign investor in 2006 (Santander, Ferrovial, Iberdrola, Telefónica...)

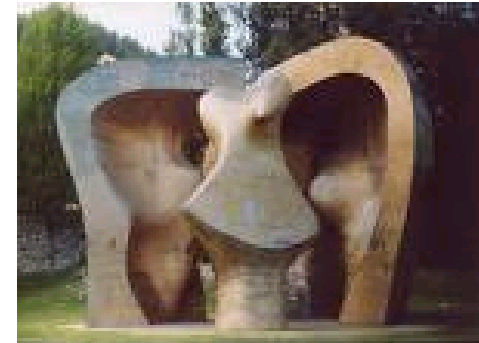
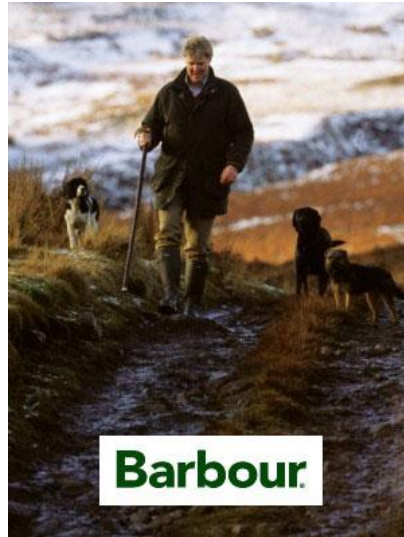


# IBERIA & THE UK

- ❑ 16.2 million UK visitors each year (Spain) & 10.6 million (Portugal)
- ❑ 1 million UK property owners & 80K (Portugal)
- ❑ Around 700 UK companies already in Iberia



# BRITISH CREATIVITY IN IBERIA



# Creative Industries (CI) Iberia

## SOME KEY FACTS

- ❑ 70% of Iberia companies consider design an investment opportunity
- ❑ The sector contributes 3% to Spanish GDP & employs over 500K people.
- ❑ Publishing (books and press) represent 43% of the CI sector and 33% multimedia and audiovisual.
- ❑ Spanish Government strongly supports CI (recently signed an agreement to finance Spanish SME's towards design projects)

## Why Iberia?

- ❑ Film Industry – UK the preferred co-production partner.
- ❑ Fashion & Textiles – St Martin’s School of Art an icon in Iberia
- ❑ Furniture Design – UK seen as a trend-setter.
- ❑ Design (branding, graphics and packaging) – opportunities with new trade associations
- ❑ TV and other entertainment – BBC & Granada successfully entered the Iberian Market, numerous opportunities with autonomous community television and radio broadcasters
- ❑ Auction houses, museums, galleries, art and antiques

# Why Iberia? Opportunities

- ❑ San Sebastian Film Festival
- ❑ Animabasque Festival (Britain guest country 2010)
- ❑ Sitges Fantastic Film Festival
- ❑ Gijon International Film Festival
- ❑ DIMAD
- ❑ Paserela Cibeles
- ❑ Pasarela Gaudi
- ❑ ARCO - Madrid
- ❑ Feria de Valencia
- ❑ Hispack – Packaging Exhibition –Barcelona
- ❑ Intercasa and Experimenta Design - (Lisbon)
- ❑ Construmat – Barcelona (Architecture)
- ❑ BIEMH – Bilbao Exhibition Centre (Industrial Design)

## HOW WE CAN HELP

### UKTI IBERIA TEAM

- 28 staff (Spain) + 10 (Portugal)
- Multicultural team: Spanish, Portuguese, British and other nationalities
- Live and work in local markets
- Speak the language
- Know and understand the business world and its customs
- Cover both countries: offices in Lisbon, Madrid, Barcelona, Bilbao and Seville

And a made-to-measure suit called...

- Market information
- “Warmed” distributor list
- Competitors information
- Legal issues
- Visit programmes
- In-country support
- Presentations/ events
- PR & publicity services

**Thank you**

**Muchas gracias**

**Obrigado**

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