



UKTI helps Tangerine win new business in Japan

Fast facts

Company: Tangerine

Industry: Creative Industries

Target Market: Japan, China

UKTI Services: Events & Trade Missions,
Overseas Market Introduction
Services, Meet the Buyer

www.tangerine.net



Visiting Japan on UK Trade & Investment (UKTI) Trade Missions has been an important factor in design agency Tangerine winning new clients there. Following its visit with UKTI in 2012, the company secured a contract with automotive giant Toyota.

Tangerine works with clients in a broad range of sectors, from transportation to consumer electronics, helping them to create and commercialise innovative products and services. In almost 25 years of business, the company has developed an extensive portfolio which includes devising a first class seating and cabin solution for British Airways, designing products for Samsung and Wilkinson Sword, and advising on brand strategy for the likes of SK Telecom and Amore Pacific.

The level of Tangerine's involvement in a project varies according to the client's needs. Sometimes, the company helps to take a product all the way from concept to market. Other times,

its specialists go in to help inspire the client's in-house team to get to a stage where an idea is defined but not yet detailed for production. It calls on a range of sources for inspiration, including consumer research and the wealth of experience that it has built up over the years.

"We help brands succeed through innovation, strategy and design," says Matt Round, Creative Director of Tangerine. "We deliver ground-breaking results that help our clients stand out from the crowd, bringing them commercial advantage and creating a better experience for their customers."

Overseas success

Whilst remaining a proudly British company headquartered in London, Tangerine's team of 30 people is somewhat multi-cultural, with staff coming from Norway, the US, Korea, Japan, China and Brazil. This gives it a better understanding of different cultures and perspectives that distinguishes it in the global market.

Indeed, from early on in its history, Tangerine was working for clients outside the UK and today more of its business comes from overseas than its home market. The company has had a strong relationship with Korean electronics giant, LG, since the 1990s and in 2003 set up a design studio in Seoul to better serve this client and pursue new business opportunities there.

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A third office has recently been opened in Porto Alegre in Brazil to access the South American market.

In 2006, Tangerine joined a UKTI Trade Mission to Japan. This was the company's first time exploring this market and UKTI was able to arrange meetings with the people it wanted to speak to. Following the trade mission, a relationship with Nikon developed which continues today. Tangerine took part in a second trade mission to Japan in 2009, launching a relationship with electronics manufacturer Sharp. A third UKTI Trade Mission in 2012 resulted in a contract to help automotive giant Toyota develop its future design vision and innovation strategy. In between visits, Tangerine used UKTI's Overseas Market Introduction Service (OMIS) to identify and connect with potential clients.

“Visiting a new market as part of a UKTI Trade Mission is a uniquely useful approach,” says Matt. “Before you set foot in the country, you are given an introduction by the local British Embassy to people you want to meet. This is a very powerful way of warming up a contact and undoubtedly encourages them to see us in a way that us cold calling them from the UK simply couldn't. UKTI also provides background information from a local perspective about the people we are due to speak to, so that we can prepare ourselves accordingly. The trade missions themselves are very well arranged and using this format has been very successful for us.”

Useful initiatives

As well as supporting Tangerine in growing its Japanese client base, UKTI has also been on hand with other initiatives that have helped the company with its overseas business. For example, an OMIS by the UKTI team in India gave Tangerine on-the-ground background information about people it was dealing with in that market. Also, when attending the London Design Festival, the company was introduced to delegates from China that UKTI had brought to the UK on an inward investment mission. These meet-the-buyer opportunities resulted in a project for a Chinese client.

“To break into a new market, you have to invest a lot of hard work and money,” says Matt. “There's no such thing as an overnight success. You need to show your commitment with repeat visits and meetings to develop and cement relationships. UKTI offers a range of good value support services that can help with this. They have facilitated many useful introductions for us.”

The UK and Japan

Japan is the third largest economy in the world. With GDP twice the size of the UK and GDP per person nine times that of China, Japan remains the high-tech powerhouse economy of Asia - with the second highest spend worldwide on R&D, a hunger for IP and new trends, and an increasingly globalised outlook.

Exports from the UK to Japan are worth £9.6 billion a year and 450 British companies have operations there. British companies are succeeding in Japan across a wide range of manufacturing, consumer goods, high tech and services sectors.

For further information about business opportunities in Japan, visit www.ukti.gov.uk/japan and our digital platform [Export to Japan at www.exporttojapan.co.uk](http://ExporttoJapan.co.uk)

Helping you access international markets

Doing business in another country can be a challenge, so it's good to know that UK Trade & Investment is there to help you succeed.

Through a range of unique services, including participation at selected trade fairs, overseas missions and providing bespoke market intelligence, UK Trade & Investment can help you crack foreign markets and quickly get to grips with regulations and business practices overseas.

UK Trade & Investment's Overseas Market Introduction Service (OMIS) is a flexible business tool, letting you use the services of our trade teams, located in our embassies, high commissions and consulates across the world, to benefit your business.

A service package could include:

- Market, sector advice
- Analysis of market entry strategies
- Support during overseas visits
- Identification of possible business partners

UKTI was delighted to support Tangerine in its business overseas.



To find an adviser in your chosen market and begin your own success story now, scan this code with your smartphone, visit www.ukti.gov.uk/trade, or email enquiries@ukti.gsi.gov.uk

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy. We provide companies with the tools they require to be competitive on the world stage.