



UKTI helps Moving Brands explore Singapore

Fast facts

Company: Moving Brands

Industry: Creative Industries

Target Market: Singapore

UKTI Services: Market Visit Support,
Events & Trade Missions

www.movingbrands.com



Thanks to a UK Trade & Investment (UKTI) Trade Mission to Singapore, Moving Brands learned more about the market for its branding services and found a new British partner with whom to service overseas clients.

In 1998, a group of five young people came together in East London to form creative company Moving Brands. Three of them had recently graduated from Central St Martins College of Arts and Design, and they set out on a mission to help businesses design and transform iconic brands that thrive in a moving world.

In the 15 years since, the company has worked with global clients in a range of industries, with between 60 and 80 per cent of its business at any time coming from outside the UK. It has a long-term relationship with Switzerland's major telecommunications provider, Swisscom, creating its master brand, sub brand and a range of innovative products. It redefined the brand of Helsinki-based Nokia and developed

its internet services solution, OVI. It was also engaged by Stella McCartney's store planning team to concept, design, build and install an iconic store-front for the its first directly-owned store in Asia.

To all these projects, Moving Brands brings a unique story-telling perspective that works in different forms of digital media.

"Our approach is to find the story at the heart of any organisation, and capture it in a way that addresses the challenges of the business," says Geoff Linsell, Managing Director of Moving Brands, Zurich. "Our teams are structured to deliver excellence across several different areas. Whether that results in a film, a new product, a brand identity system, a website or a digital strategy, the result is always fit for purpose and answers the business' challenges."

Exploring new markets

Moving Brands still has its head office in East London. In 2007, it opened an office in Tokyo and in 2009 in San Francisco. As it first began to explore

the potential for international expansion, the company got in touch with UKTI for advice and guidance. When it came to setting up in Zurich in 2011, UKTI in both London and Bern played an important role in helping it to get established.

In October 2013, Moving Brands joined a UKTI Trade Mission to Singapore. The company had closed its Japan office by this time, but was still keen to understand the broader Asian market and the potential there for its business.

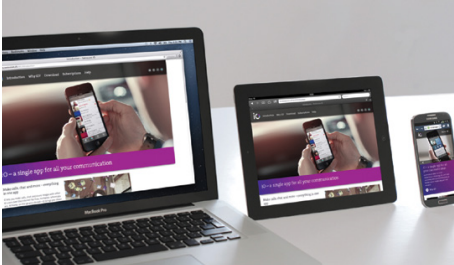
"During the trade mission, we were given candid accounts of what it's like to do business in Singapore, from people who are themselves there and doing it. This is worth gold"

Geoff Linsell, Managing Director of
Moving Brands, Zurich



“ We’ve looked into new export markets on our own without UKTI’s support and it’s clear to us now just how much more effective and efficient it is to do it through them”

Geoff Linsell, Managing Director of Moving Brands, Zurich



During the four-day trip, the UK delegates were given briefings about the local market, met local service providers such as lawyers and accountants, and were introduced to potential clients and partners. A specially organised meeting at the High Commission gave the UK delegates a chance to make short pitches directly to local parties in a kind of ‘speed-dating’ format. This resulted in interesting talks for Moving Brands with a couple of companies, including a large corporate.

“As an independent business, we must carefully consider investing our time and money in exploring opportunities for overseas expansion,” says Geoff. “By helping to fund the market visit to Singapore, UKTI shared this risk, making us bolder. During the trade mission, we were given candid accounts of what it’s like to do business in Singapore, from people who are themselves there and doing it. This is worth gold and we now have a balanced view of the opportunities and what we need to do to succeed there. The whole visit was very well organised. UKTI set up meetings for us and made sure that we made the best possible use of our time. It’s still early days, but we are now on the radar of a few different companies.”

Partnership

In compiling the delegation of British companies for the trade mission, UKTI made sure that there was a balanced spread of different creative disciplines and products, rather than delegates being in direct competition with one another. Moving Brands has since partnered with one of the other British businesses that it met on the trade mission, Translate Media, to help service its existing clients in China and Switzerland.

Meanwhile, the company is planning to use UKTI support, such as the Overseas Market Introduction Service, to explore other new markets.

“We’ve looked into new export markets on our own without UKTI’s support and it’s clear to us now just how much more effective and efficient it is to do it through them,” says Geoff. “Meeting Translate Media on the trade mission and partnering with them was an unexpected bonus which is allowing us to offer a better service to our existing international clients.”

The UK and Singapore

Singapore is a trading nation and one of the world’s most open economies. Its total external trade amounts to 360 per cent of GDP and it tops the Global Trade Enabling Index (World Economic Forum).

Singapore is the UK’s 12th largest export market of goods outside the EU and the sixth largest for services. Many UK firms use Singapore as an entry point into South East Asia and as a result over 1000 UK firms have a presence there, with around 250 establishing their Regional HQ’s in Singapore.

For further information about business opportunities in Singapore, please go to www.ukti.gov.uk/singapore

Helping you to do business abroad

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.

Through our Passport to Export programme we offer new and inexperienced exporters:

- Free capability assessments
- Support in visiting potential markets
- Mentoring from a local export professional
- Free action plans
- Customised and subsidised training
- Ongoing support once you’re up and running

UKTI was delighted to support Moving Brands 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.