



UKTI helps Serious Games set up in Singapore

Fast facts

Company: Serious Games International

Industry: Creative Industries

Target Market: Singapore

UKTI Services: Trade Missions, Passport to Export, Overseas Market Introduction Service

www.seriousgamesinternational.com



UK Trade & Investment (UKTI) has been on hand to provide a broad range of support to Serious Games International as it expands its business into Singapore.

The Serious Games Institute specialises in applied research, business and study into how serious games can be used to enhance training and learning. It was set up at Coventry University in 2007 by Tim Luft and has since developed into an international brand for excellence in its field. In 2012, a new company, Serious Games International, was spun out of the Institute to develop commercial products that bring the excitement of computer games into real life applications.

Using video games science and technology, Serious Games International has come up with a range of products that engage users and solve real life business problems. The company has worked with BAE Systems to create a 3D virtual representation of a process as a training tool for employees. It has developed virtual photo-realistic 3D

worlds used by Jaguar’s staff to see the future of their showrooms. And collaborations with Nissan have resulted in the Nismo Statbox app, a tailored solution aimed at the playstation generation.

“When I set up the Serious Games Institute, it was a world first,” says Tim. “Others have created similar organisations around the world since then, on the basis of our work. Studies have shown that excellent results can be achieved when we combine the fun and engagement of video games with the academic rigour of high quality training and personnel development. Having spent several years speaking at conferences, writing books and evaluating products to establish the credibility of our research, I saw a real opportunity to commercialise what we had learned.”

Going global

Recognising from day one the need to go global, Serious Games International was born and Tim immediately

began to research potential overseas markets. Having decided to focus on South East Asia, the company joined UKTI digital media trade missions to Hong Kong, South Korea, China and Singapore, meeting local government representatives and potential clients. It also had country briefings and heard from UK companies already based in these markets about their experiences.

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Tim Luft, Managing Director,
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After completing four trade missions, Serious Games decided on Singapore for its regional hub and moved quickly to set up a representative office. New projects soon came in from both public and private sector clients, including a contract worth £250,000 with the Ministry of Health.

“As a technology company, there is naturally a global market for our products,” says Tim. “We saw that South East Asia is one of the largest growth areas in this field, and joining the UKTI Trade Missions was an inexpensive and effective way to get a feel for this region. UKTI’s in-market staff are all geared to helping you and have the local knowledge and contacts you need to get you in front of the right people. Singapore was a good fit for us. They share the same language and regulatory systems as the UK, have strong IP protection mechanisms and the local government has bought into the concept of serious games.”

Well established

As its business in Singapore grew, Serious Games International set up a permanent office to show its commitment to this new market. The company has employed graduates from Singapore University to help tailor its products to the local clientele and UKTI helped it connect with accountants and lawyers to manage business processes on-the-ground. Back in the UK, it also joined Passport to Export, the UKTI programme that gives exporting companies the tools they need to grow their business internationally.

In October 2012, Serious Games International held an official launch event at the British High Commissioner’s residence, arranged through UKTI’s Overseas Market Introduction Service (OMIS). This was a great success, showcasing the company’s work and generating local media coverage. The directors stayed in Singapore after the reception to keep momentum with a series of follow-up meetings, resulting

in two new contracts with Singapore Airlines and United World College, the latter worth between £30,000 and £40,000. Today, Singapore generates around 10 per cent of Serious Games International’s turnover.

“UKTI’s range of services help you manage the different aspects of working overseas,” says Tim. “As we got ourselves up and running in Singapore, we used Passport to Export to give our staff practical training about the policy, procedure and processes of export. We used OMIS to launch our new office, and this really kick-started our business there. The High Commissioner’s palatial residence was quite a pull, attracting around 70 local companies and organisations to come and see a showcase of our products. We are currently analysing our website through UKTI’s Export Communications Review, to make it more attractive to overseas customers. We find all this support to be incredibly useful, and will continue to work with UKTI as we grow our overseas business further.”

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 700 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 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 Serious Games International 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

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