



Indian dance craze comes to the UK

Fast facts

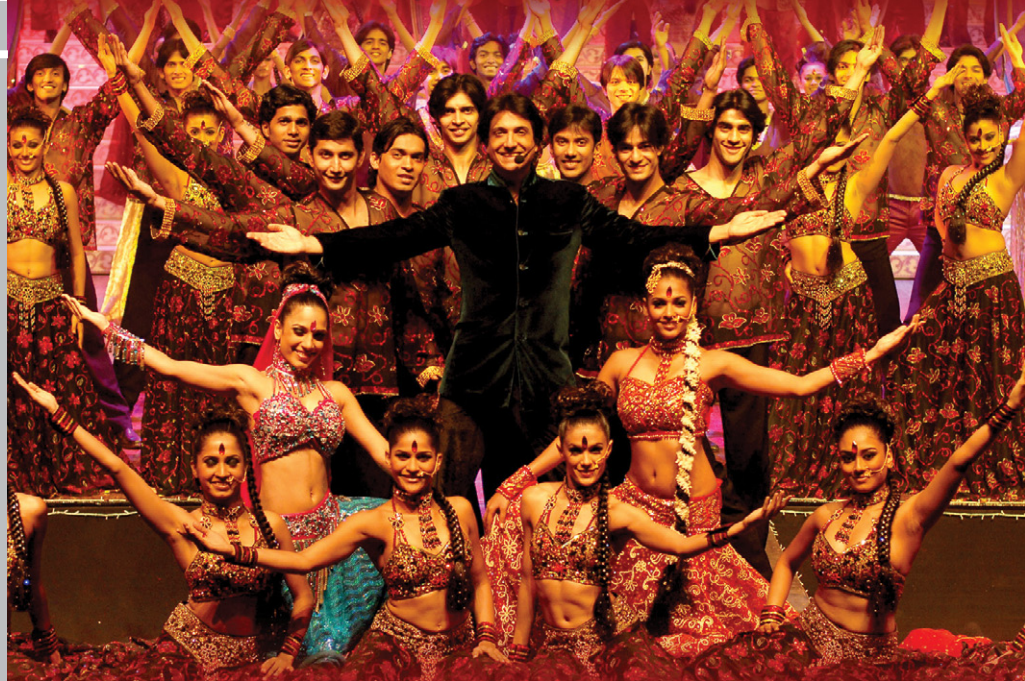
Company: Shiamak Davar International

Industry: Creative Industries - dance

Country: India

Investment locations: London and Leicester,
East Midlands

www.shiamak.com



With guidance and practical support from UK Trade & Investment (UKTI), Indian dance academy, Shiamak Davar International, has set up classes at six UK locations and built up a base of over 450 students. As the business grows, two more venues are set to follow this year.

Shiamak Davar, Founder and Artistic Director of The Shiamak Group is a well known Indian celebrity singer and dancer. He is the creative mind behind three dance styles: Shiamak Style Bollywood Jazz, combining Bollywood moves with Jazz techniques; Shiamak Style contemporary, a blend of classic Indian folk moves with ballet; and Shabop, inspired by new age hip-hop.

Shiamak has choreographed routines for the Closing Ceremonies of the Commonwealth Games in Melbourne in 2006 and Delhi in 2010. He was featured in Tom Cruise's Hollywood blockbuster Mission Impossible: Ghost Protocol.

Meanwhile, Shiamak Style is also taught at dance academies across India,

Canada, Australia, the United Arab Emirates and since 2011, in the UK.

"Shiamak has enriched the lives of over a million dance enthusiasts," says Shruti Shah, UK Business Manager and Senior Dance Instructor at Shiamak Davar International. "He lives by his motto 'have feet, will dance!', bringing his unique dance style to men, women and children of different ages and ethnic backgrounds. At the end of a day's work, people like to get away from it all for an hour or so, enjoying the combination of fitness and dance that Shiamak Style embodies."

Coming to the UK

Over the years, Shiamak has had several engagements in the UK, including choreographing and performing at the Royal Albert Hall, the Unforgettable Tour with the Bachchans at the O2 Arena and the IIFA awards at Yorkshire. In 2011, he also received an Honorary Doctorate from Middlesex University for his contribution to the world of dance and the performing arts.

Meanwhile, in October 2010 Shiamak's team visited the UK to see whether an investment in this market would be worthwhile.

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Shruti Shah, UK Business Manager
and Senior Dance Instructor,
Shiamak Davar International

“UKTI put us in touch with many people who helped us get up and running and to understand what would be involved. We are certain that without UKTI’s guidance, support and introductions things may not have gone so smoothly”

Shruti Shah, UK Business Manager and Senior Dance Instructor, Shiamak Davar International



Shruti contacted UKTI in Mumbai for background information and guidance about how to go about setting up in the UK. UKTI also put the company in touch with its regional partner, London & Partners, for on-the-ground support with the practicalities of getting around London and investigating its potential. UKTI put together a list of over 20 UK dance studios, of which Shruti visited five. It also referred her to several firms of solicitors to help with the legal side of setting up in the UK and other organisations that could offer support.

“Shiamak is motivated by a desire to grow, spread the word and make people all over the world aware of Shiamak Style,” says Shruti. “Although we had visited the UK, that’s not the same as living and working there. We knew very little about the market and had no contacts there. UKTI gave us useful information, including demographics, where we should base ourselves, what dance schools were already around and people who could help us in the practicalities of setting up. This support reassured us and gave us the push we needed to launch in and take our plans forward.”

Up, running and growing

Today, Shiamak Davar International runs 34 dance classes each week in five locations in and around London and one in Leicester. Over 450 students have signed up and the business is bringing the company £150,000 a year.

Plans are already underway to set up at dance studios in Birmingham and Coventry, as soon as it can be arranged for dance instructors from India to be brought over to the UK. An immigration

firm that UKTI referred the company to is currently working to organise the necessary work visas.

“We have found that the UK has an appreciation for arts and culture, and people here enjoy Bollywood,” says Shruti. “Starting out in a new country is daunting and it really helps to know that you are speaking to the right people from the start. UKTI put us in touch with many people who helped us get up and running and to understand what would be involved. It can take time to get known in a new market, but our experience has exceeded our expectations. Having set up in other countries before coming to the UK we know what challenges can be involved. We are certain that without UKTI’s guidance, support and introductions things may not have gone so smoothly.”

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The UK is also one of the easiest places to set up and run a business. With low tax, less regulation and a talented workforce, the UK is one of the easiest places to start a business and access the European Union’s 500 million customers.

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For further information visit gov.uk/ukti

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As the UK Government’s inward investment agency, it’s our job to know the UK’s strengths and where investment opportunities exist.

This means we can help your company to do all the research you need to make an informed decision, and then get up and running as quickly as possible.

UK Trade & Investment can help you to:

- Do your research
- Build key contacts
- Choose your location
- Set up your new office
- Grow your business internationally.

UKTI was delighted to support Remetronix in its investment in the UK.

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