

Global Business Innovation Programme

Creative Catalyst Singapore



Global Business Innovation Programme

Innovate UK is inviting ambitious companies to participate in the Creative Catalyst Global Business Innovation Programme with Singapore, which aims to help UK businesses grow and scale on a global stage through building R&D and innovation collaborations and partnerships. This engaging programme consists of a Get ready preparation phase, 5-day innovation visit to Singapore - attending the ASIA TV Forum & Market Exhibition and conference (and a tailored itinerary to connect with key stakeholders), an Exploit the opportunity workshop, and support from an Innovate UK innovation and growth specialist - helping your business to identify growth opportunities and develop innovation led collaborations with partners in the country.

Innovate UK is committed to Equality, Diversity, and Inclusion and encourages people from all backgrounds to apply.

Focus Areas:

We are looking for businesses that focus on creative projects from the following areas:

- Film and TV
- Adult Animation
- Entertainment
- Music
- Publishing

Innovations from across the creative industries are welcome and this programme presents the UK Creative Industries with a unique opportunity for significant additional growth. As a successful Innovate UK Creative Catalyst grant awardee or a legacy company within the Creative Industries, you have priority access to Innovate UK's Global Business Innovation Programmes (please refer to the end of the flyer for further details).

Benefits:

- Explore opportunities in the Creative sector in Singapore and the rest of Asia.
- A better understanding of the challenges and opportunities of doing business in Singapore and Asia.
- Find potential innovation collaborators and partners and develop your network in the UK and globally.
- Improve your company value proposition to international partners and investors.
- Explore opportunities for funding through regular joint bilateral collaborative R&D funding programmes.

Why Singapore and Southeast Asia?

Singapore is a global leader in digital innovation, consistently ranked among the world's most advanced cities. With a robust economy, high GDP per capita, and exceptional infrastructure, Singapore is an ideal gateway to Asia. Its attractive tax system, familiar legal framework, and English-speaking business environment further enhance its appeal as a hub for international business.

Highlighting Singapore's pivotal role in the media industry, the Asia TV Forum & Market (ATF) attracts content creators, producers, and distributors from around the world, serving as a crucial platform for buying, selling, and co-producing television and film content. The event plays a central role in facilitating connections across the industry, and with a comprehensive conference program, featuring networking opportunities, discussions on media trends, challenges, and the future of content creation in a digitally transforming world, ATF offers global visibility and pitching opportunities, making it an essential event for those looking to expand in the Asia-Pacific media market.

Key Dates:

Applicant Briefing:
3 Sep
2024

Application Deadline:
5pm 29 Sep
2024

Get ready workshop:
23-24 Oct
2024

Innovation Visit:
2-6 Dec
2024

Exploit the opportunity workshop:
5 Mar
2025

What to expect:

The Global Business Innovation Programme is structured around three main stages and each business will have a designated Innovate UK innovation and growth specialist to support them for the duration of the offering, including developing a work plan to capitalise on the opportunities identified. The three main stages of the Global Business Innovation Programme are:-

- **Get ready:** In person briefing workshop to build knowledge and understanding of the market and potential opportunities, including how to do business, cultural aspects, how to protect your IP and support to better articulate your value proposition.
- **Visit the market:** Explore the innovation opportunities first-hand through meeting with key companies and research organisations and potential collaborators and partners through prearranged meetings and organised matchmaking.
- **Exploit the opportunity:** An exploitation workshop and one-to-one support from an Innovate UK innovation and growth specialist to follow up and take advantage of the opportunities identified.

Innovation visit - Itinerary:

Date	Activity
30 Nov 2024	Outward travel to Singapore
2-6 Dec 2024	In-market programme - B2B meetings, networking, and ATF Conference
7 Dec 2024	Return travel

*Travel will be subject to the entry and exit rules of Singapore and the UK. Should travel not be permitted the programme will be delivered virtually or cancelled.

To apply for this initiative, you must:

Be a UK based innovation-led company with ambitions to grow and internationalise

Be a business with fewer than 250 employees

Be a CEO, founder, or senior decision maker and able to attend and complete all activities

What is the cost?

Innovate UK will fund and organise flights, accommodation, in-market travel, and conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. One senior representative from each company will be funded. On acceptance to the initiative a commitment fee of £1,000 will be obtained from each delegate, which will be refunded on completion of the full activities and agreed work plan. Non-completion after formal acceptance may result in forfeiting some or all the commitment fee.

How to apply?

The application form can be found [here](#). The Global Business Innovation Programme has a competitive application process where only the best applications will be successful following an evaluation process. All applications must be made online through the Innovate UK Business Growth website and received no later than Sunday 29 September 2024 at 5pm. Innovate UK is committed to improving the diversity of those we support. As such, we welcome applications from underrepresented groups.

Creative Catalyst GBIP Opportunities:

This GBIP is open to all creative companies from the subsectors supported by the Creative Catalyst Programme. Priority will be given to Creative Catalyst cohort awardees (Creative Catalyst, Creative Industries Fund, Audience of the Future, SMART/Fast Start and Create Growth Programme). This GBIP is one of three opportunities: USA Austin SXSW, Finland Helsinki Slush, and Singapore.

Important notice: You are only permitted to select ONE of the GBIPs. Please apply for the most appropriate market that will support your business.

Additional information & assistance:

Please note: Successful applicants will be expected to fully comply with any conditions of travel to Singapore as well as any local regulations. The safety of our delegation is our top priority.

If unforeseen circumstance do not allow us to travel to the market, a virtual visit may be considered.

To fill in the online application form please visit the Innovate UK Business Growth [website](#). To find out more about how participating in the programme can benefit your business, you can attend the online applicant briefing session on 3 September at 10am. Click [here](#) to register.

For more information, assistance with your application or to discuss accessibility needs, please contact Gail Leathley.
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