

CASE STUDY: VIDEO GAMES

The United Kingdom Interactive Entertainment Association (Ukie) has delivered a comprehensive international trade programme, supported by the Department for International Trade (DIT) for over a decade. DIT support has been invaluable in enabling small to medium sized games creators and publishers to reach markets throughout the world.

Games companies of today create digital content that can be distributed and commercialised via global digital stores. As such every games company is an exporter. But there is a huge difference between listing a game on a digital store and proactively selling that content within a market. Ukie has worked with DIT teams around the world to create long term links and partnerships between UK companies and international counterparts whose local market knowledge has helped maximise a games potential.

Ukie has also delivered a raft of inbound and outbound trade missions to the leading global markets for games including China, USA, Korea and mainland Europe. Added to this, Ukie builds and manages significant UK industry pavilions at the major games trade shows around the world. This programme,

previously supported by the DIT TAP (Tradeshaw Access Programme) programme, delivered significant results with annual export business wins being logged by the companies, and verified by DIT, of over £100m per year.

More recently Ukie has pivoted to virtual trade missions and taken the opportunity to build partnerships with emerging markets such as Latin America and the continent of Africa. Our new 2022 trade campaign, Ukie Worldwide, has included virtual trade missions with China, Africa and LATAM – all supported by the DIT sector team in London and in post. We have returned to major physical shows in August 2022 with the UK industry pavilion at gamescom in Germany, supporting 78 UK exhibitors within its walls. DIT has historically made a small but important contribution to this programme, mainly through the Trade Access Programme (TAP). At a time when exporting is crucial to the UK economy the replacement trade fair programme currently adds little value to those companies being targeted through the TAP grant

**United Kingdom Interactive Association
(Ukie)**

