

Developed UK | CREATING TOMORROW
campaign for the British High Commission
in India to promote UK in India



Creating a new image for the UK in India

client

British High Commission in India (BHC)

task

Research had shown that India's youth did not associate the UK with excellence in science and technology, business and innovation. Leadership in the latter domains was perceived to belong to Japan, Germany and USA. *A clear case of perception lagging reality.* BHC wished to correct this situation with its Public Diplomacy Initiative (PDI) - a combination of media campaigns and "on the ground" activities across metros and Tier II cities in India. They had identified 5 pillars under which communication material was to be developed: Education, Business, Science & Technology, Environment and Arts & Culture.

solution

Going against one clear requirement of the brief, that of creating a logo for PDI; a simple but powerful positioning was suggested, which, as an umbrella brand had the ability to support efforts under all 5 pillars. Also, to make the communication acquire a character as distinctive as the achievements it was seeking to portray, a unique colour scheme was developed, that relied largely on black, shades of grey and crimson. The communication deliberately stayed away from the "myth & reality" straitjacket and highlighted the facts as they were desired to be known. "Visual led" and supported by nuggets of information, the campaign created intrigue and directed traffic to BHC websites in India, which were geared to get interactive with visitors.

application

The UK CREATING TOMORROW identity is being used in print and outdoor advertisements, posters, calendars, online promotions and for "venue dressing" during on-the-ground activities across all pillars.

Magazines. Full page ad. 275 x 190 mm



• John Galiano's collections for Christian DIOR on the ramp

FASHION FOR THE WORLD

John Galiano, born in Gibraltar, educated in UK, thrice winner of the British Designer of the Year award; now, the much sought after high priest of French haute couture. Role model for many and embodiment of how the stimulating, creative and academic environment in UK can shape futures.

Another sterling example of human excellence from the land of innovation.

United Kingdom. Come to the country where visionaries meet their vision. Where individuals and businesses are encouraged to pursue their ideas to fruition. Welcoming academic and work environment. Enabling financial support infrastructure. Culture of innovation and entrepreneurship. Abundant employment avenues. Proven research excellence. Book your fulfilling passage into the future. **Think UK.**



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www.futureinuk.com



• Empire Line Collection
Asians in Victorian dress

A RICH MIX OF CULTURE

Rich Mix is the hub of multicultural activity in London. An innovative and ambitious project, it works as a meeting ground for uniting arts activity with education and blending culture with business. It is led by the charismatic Keith Khan, trained in the fine arts, co-founder of the internationally acclaimed arts organization 'MotiRobot' and a prominent new generation cultural leader in the UK. Rich Mix is a commendable reflection of the extensive value Britain places on the arts. Centres of enterprise are now being established by UK's universities to support the creative talent of their graduates. Between 2005 and 2008, it is estimated that over 1.7 billion pounds will be committed to support and further develop the arts in the UK.

The UK has proven to be a nurturing ground for artistic and cultural talent. From rediscovery of heritage and pioneering multicultural activity to architectural innovations...the United Kingdom is fast emerging as the new centre for artistic expression. Come. Follow your dreams to the UK.



Rich Mix Building
Bethnal Green Road
near Brick Lane
East London

www.britishcouncil/artsculture

UK | CREATING TOMORROW

Magazines. Full page ad. 275 x 190 mm



• Apple iPod,
a revolution in MP3 listening

• Apple iMac
International Product of the Year, 2004

INNOVATION THAT WORKS

Jonathan Ive, Senior Vice President of Design at Apple Computer won the Design Museum's inaugural Designer of the Year award. Combining what he describes

as "functional care beyond the obvious stuff" with relentless experiments into new tools, materials and production processes, he has designed such ground-breaking products as the iMac, iBook, the PowerBook G4 and the iPod MP3 player.

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2004 School
WORKS
BEHAVIOUR

of bold behaviour and helping
in isolated, unloved corners...
design can help people to see and

• Students of Kensington School
Beckworth, London

SHAPING YOUNG INHERITORS

UK leads the world in the study of cognitive and behavioural sciences, and their application to enhance access to culture for children and give them the opportunity to develop their talents to the full and enjoy the benefits of participation.

In 2005, Hilary Cottam won the Designer of the Year award for the Design Council's educational programme that includes:

- a campaign in partnership with Building for Schools, the multi-million pound project for rejuvenating the UK's learning environments;
- a programme that uses design to reduce re-offending amongst young prisoners;

• and, a public innovation scheme that puts designers and members of the public with innovative ideas together.

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SCULPTING THE FUTURE

Marsyas, India born sculptor Anish Kapoor's work occupies pride of place at Tate Modern. Commissioned in the Turbine Hall, Marsyas comprises three steel rings joined together by a single span of PVC membrane.

TATE Modern, is the world's most visited museum, with over 22 million visitors to date, a turnover of 4 million visitors per year and up to 5,000 people in one day. It is estimated to contribute between 95-140 million pounds annually in economic benefits to London, has generated 2,000 jobs and been responsible for the regeneration of one of London's poorest boroughs.

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• Anthony Gormley's
Angel of the North Installation
at Newcastle Gateshead

HARVESTING IDEAS

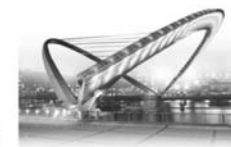
Planners in UK look to increase and broaden the impact of culture, to enrich individual lives, strengthen communities and improve the places where people live. Newcastle Gateshead is one such example of culture's role in urban regeneration; with local visits having gone up by close to 50% in 2004-05.

Anthony Gormley's "Angel of the North", installed here in 1998 was UK's first major public art commission. It is one of the most viewed pieces of art in the world - seen by more than one person every second, 90,000 every day and 33 million every year. The Millennium Gateshead Bridge, designed by Wilkinson Eyre, has won over 17 awards, including the coveted Stirling Prize in 2002.

Another sterling example of human excellence from the land of innovation.

United Kingdom. Come to the country where visionaries meet their vision. Where ideas and knowledge drive business and wider society towards common goals. Welcoming academic and work environment. Enabling financial support infrastructure. Culture of innovation and entrepreneurship. Abundant employment avenues.

Proven research excellence. Book your fulfilling passage into the future. **Think UK.**



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Magazines. Full page ad. 275 x 190 mm

• Silverstone Grand Prix
Motorsport Valley



INSPIRED PASSION

The largest concentration of motorsport engineering and services companies in the world. Home to 6 of the 10 Formula One Grand Prix teams and MIRA, Europe's leading, independent automotive research, design and development center with 26 labs and a 50 mile test track. Annual sales of over 5 billion pounds and R&D spend aggregating 25% of sales revenue.

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UK | CREATING TOMORROW
www.futureinuk.com

• Trent 900 for
AIRBUS 380 F,
the world's largest
passenger aircraft



DREAMS IN MOTION

From legendary automobiles that remain the hallmark of perfection in automobile engineering to turbines that power engines in civil and defence aerospace, marine transport and power generation, Rolls Royce sets global standards in quality.

Another sterling example of human excellence from the land of innovation.

United Kingdom. Come to the country where visionaries meet their vision. Welcoming business environment. Enabling financial support infrastructure. Favourable tax regime. Culture of innovation and entrepreneurship. Abundant academic talent. Proven research excellence. Book your profitable passage into the future. **Think UK.**



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Magazines. Full page ad. 275 x 190 mm

UK – YOUR PLATFORM FOR GLOBAL BUSINESS SUCCESS

Voted Europe's No. 1 business destination for 16 years running, London generates over US\$ 300 billion of Gross Value Added every year. Its young, talented and multicultural work force has established the city as a hotbed of creativity and innovation, with creative industries accounting for over US\$ 23 billion in annual revenues. Home to European headquarters of over 300 FORTUNE 500 companies, London is also Europe's financial capital with over US\$ 2.5 trillion in market capitalisation. No wonder, India is the second largest foreign investor in the city with a 30% share.

The UK is an innovative and entrepreneurship-driven economy. It offers not only favourable tax and employment regimes, but also boasts of a skilled and flexible work force, easy access to capital and the larger European market and the infrastructure to support businesses. From financial institutions that bind the world economy to businesses that harness the power of knowledge and innovation... the United Kingdom is home to the future of business. Come to the UK. Build on your business potential.



Canary Wharf, Docklands, London – home to some of the world's biggest corporations

NOMINATIONS FOR THE UK TRADE & INVESTMENT INDIA BUSINESS AWARDS 2006 ARE NOW OPEN.
Log on to www.ukinindia.com for details

www.uktradeinvest.gov.uk

UK | CREATING TOMORROW

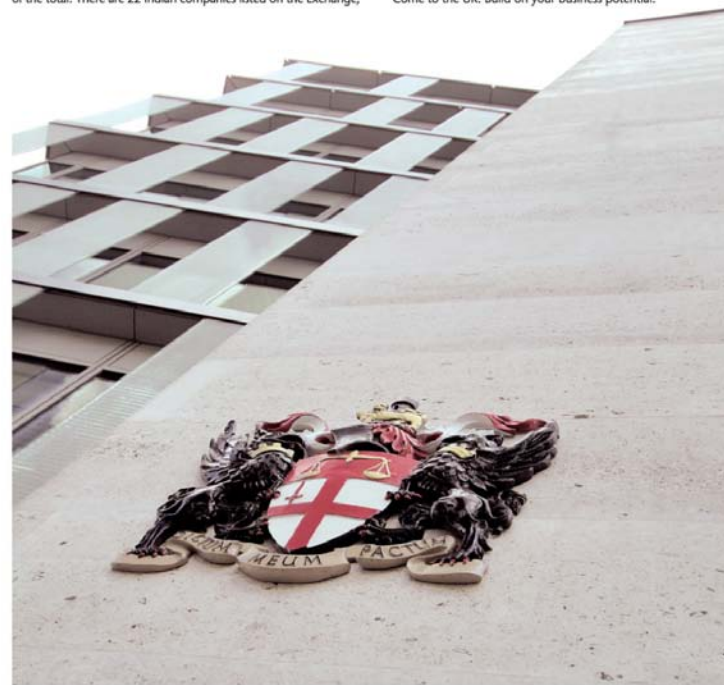
BREWING THE WORLD'S STOCKS

The London Stock Exchange started life in a coffee house in 17th century London and has grown to become the world's premier international equity exchange. The very heart of the global financial markets, it is home to many of the biggest and best-known companies in the world.

The London Stock Exchange was Europe's most active IPO market in 2005, with overseas listings accounting for about a fifth of the total. There are 22 Indian companies listed on the Exchange,

with a combined market capitalisation of over £24 billion. Over \$5.4 billion worth of Indian equities were traded on the London Stock Exchange during 2005.

From institutions that finance global economic growth, to business brands recognisable around the world and with a multitude of innovative high-technology start-ups, the United Kingdom is home to the future of business. Come to the UK. Build on your business potential.



The London Stock Exchange, 10 Paternoster Square, London

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UK – YOUR SUSTAINABLE GROWTH PARTNER

At the World Economic Forum's Annual Meeting in January 2006, **30 UK companies were ranked among the Global 100 Most Sustainable Corporations of the World**. This bears testimony to UK companies displaying a better ability than their peers in identifying and effectively managing environmental, social and governance factors impacting opportunity and risk. They are outperforming the competition by demonstrating improved financial performance, lasting stakeholder value, greater acceptability of products and services by consumers and stronger, more symbiotic relationships...

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The Swiss Re Tower at 30, St Mary Axe – one of the most outstanding eco-friendly workplaces in the world

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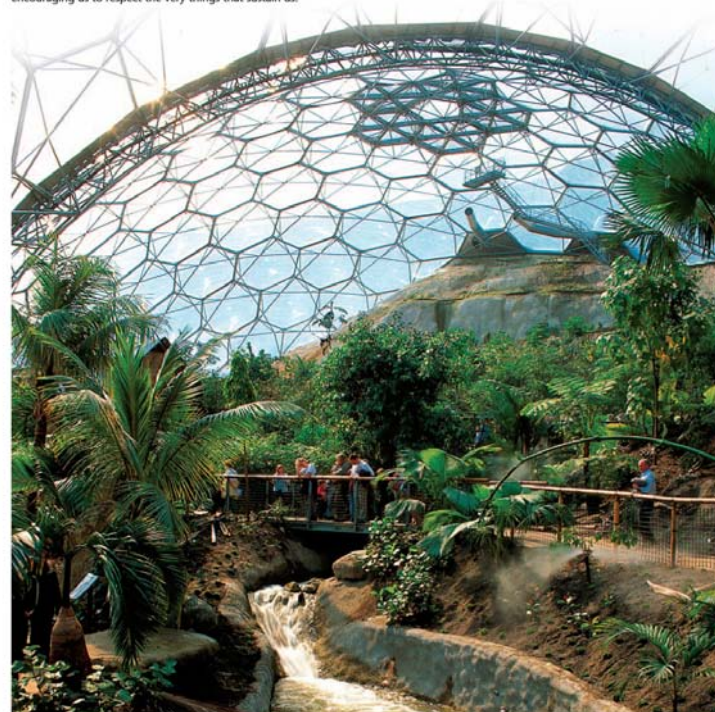
www.uktradeinvest.gov.uk

UK | CREATING TOMORROW

THE NEW GARDEN OF EDEN

A landmark millennium project in the UK, the **Eden Project** tells a story through an innovative 'Living Theatre of Plants and People'. Nestled in a crater that's home to two vast greenhouses or **Biomes**, its underlying concept is to press for the dire need of environmental conservation. Exhibitions, art, storytelling, workshops, lectures and events put this message across. Eden holds a mirror out to us, encouraging us to respect the very things that sustain us.

From wildlife preservation efforts, driving environmental breakthroughs, to developing unconventional energy resources... the **United Kingdom** is fast emerging as the destination for the environment minded.



The EDEN PROJECT is a series of biospheres with plants from around the world. (www.edenproject.com)

www.britishcouncil.org.in

www.i-uk.com/india

UK | CREATING TOMORROW

FLY FASTER UNDER WATER

The world's fastest swimsuit, the Speedo Fastskin FSII, is based on the form of the shark and is galvanised with performance enhancing features. Worn by the world's leading swimmers, this range of swimwear has been developed by a collaborative team of experts from across the world, headed by Speedo's research & development team in Nottingham and Fluent Europe Ltd. in Sheffield using Computational Fluid Dynamics (CFD) technology.

The UK has a well established relationship between industry and academia and probably the world's only research programme, which is regularly reviewed and graded. This ensures innovation – not merely for academic laurels, but aimed at bringing new and improved products to the market more quickly. In a world where technological growth determines consumer preferences and decides the fate of businesses, UK's leadership in science and innovation continues to reward consumers and businesses alike. Partner with the UK. Bring the future alive.



Swimmers in Speedo Fastskin FSII

For more information on science and innovation in the UK, log on to www.scienceandtechnology.ukinindia.com

UK | CREATING TOMORROW

A PERFECT SHOT AT THE GOAL

Adidas +TEAMGEIST – the Matchball of 2006 FIFA World Cup Germany, now comes as a state-of-the-art product with a cutting-edge design and carcass construction. The revolutionary design enables every pass, every shot, every dribble, to be as consistently accurate, powerful and fast as the last. Designed by the Adidas Innovation Team, led by the British designer Scott Tomlinson and with scientific tests conducted with the Sports Technology Research Group of the University of Loughborough, the Adidas +TEAMGEIST is more round, precise and consistent than any top competitor match ball.

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Adidas +TEAMGEIST – The new Match Ball for the 2006 FIFA World Cup Germany

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DRIVE THIS BOAT ON THE ROADS

Gibbs Aquada, the world's first High Speed Amphibian, is capable of over 100 mph on land and in excess of 30 mph on water. The result of a 7-year development programme in the UK that brought forth over 60 patented inventions, the Aquada is the perfect blend of style and performance. Nearly a tonne of jet propelled thrust, computer controlled wheel retraction, 'best in class' hydrodynamics and 'traffic stopping' looks, make it a perfect example of cutting edge innovation at work.

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Sir Richard Branson on a test-drive of the Gibbs Aquada

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UK | CREATING TOMORROW

UK – PREFERRED BUSINESS DESTINATION OF INDIA'S MOST TRUSTED BRAND

Tata Consultancy Services, India's first US\$ 2 billion software company, is ranked among the world's top 10 IT consultancies. TCS set up its UK operations in 1975, and now has 8 offices and experts working at over 50 client locations across UK. Honoured with UK Trade & Investment's Special Recognition Award by Prime Minister Tony Blair in 2005, TCS is also Ferrari's Technical Partner.

An innovation and entrepreneurship driven economy; favourable tax and employment regimes; skilled and flexible work force; easy access to capital and the large European market; enabling infrastructure and business environments. From financial institutions that tether the world economy to business brands that fuel transnational enterprise and harness the power of knowledge and innovation... the United Kingdom is home to the future of business. Come to UK. Build on your business potential.



A Ferrari powered by engine software from Tata Consultancy Services

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UK | CREATING TOMORROW

Newspapers. Half double spread. 640 x 260 mm

THE CYBERWORLD HAS MANY ENTRY AND EXIT POINTS. AND ONE STARTING POINT.

When **Sir Tim Berners Lee** created the **Internet** in 1990, he changed the way our world worked. **The Reality Grid** is on its way to revolutionise large scale e-science through distributed collaborations across the Internet. **Vodafone** gave the world its **first analog mobile phone**, the **first digital service** and was the **first to offer data, voicemail and SMS**.


All sterling examples of human excellence from the land of innovation.

United Kingdom. The land where the visionary meets his vision. A place where the idea sees itself changing life in more ways than one. Where the future is at every doorstep. It is the land that challenges the limits of today to unleash the potential of tomorrow. And if you think the future is waiting for you, **think UK.**

UK | CREATING TOMORROW

www.futureinuk.com

Newspapers. Half double spread. 640 x 260 mm



Airbus 380F Rolls Royce engine

INSPIRATION - steam powered future vehicle

JAGUAR Concept Car R800

MOTORSPORT VALLEY - Home to Formula 1

IF THE BEAUTY DOESN'T SWEEP YOU OFF YOUR FEET, THE ENGINEERING WILL.

The largest passenger planes in the world, the **Airbus 380F**, are powered by **Rolls Royce engines**. A Cambridge-MIT project on **Silent Aircraft Design** is already underway. The **Motorsport Valley** dominates 80% of the race car industry. The leadership in the production of **superconducting magnets**.

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Energy from Hydrogen molecules

CORE - future fuel cell

ENVY - solar energy based bicycle

Solar energy

Harnessing wind energy

bp car
autogas
cleaner

**A GOOD PLACE TO ENJOY NATURE.
AND A GREAT PLACE TO GET ENERGY OUT OF IT.**

Path breaking work in the area of **renewable energy research**. **Unparalleled utilisation of natural resources** such as wind, water and air to harness power. **Leading the global effort in the fight against the greenhouse effect**. **Generating energy from oceans** that is efficient and renewable.

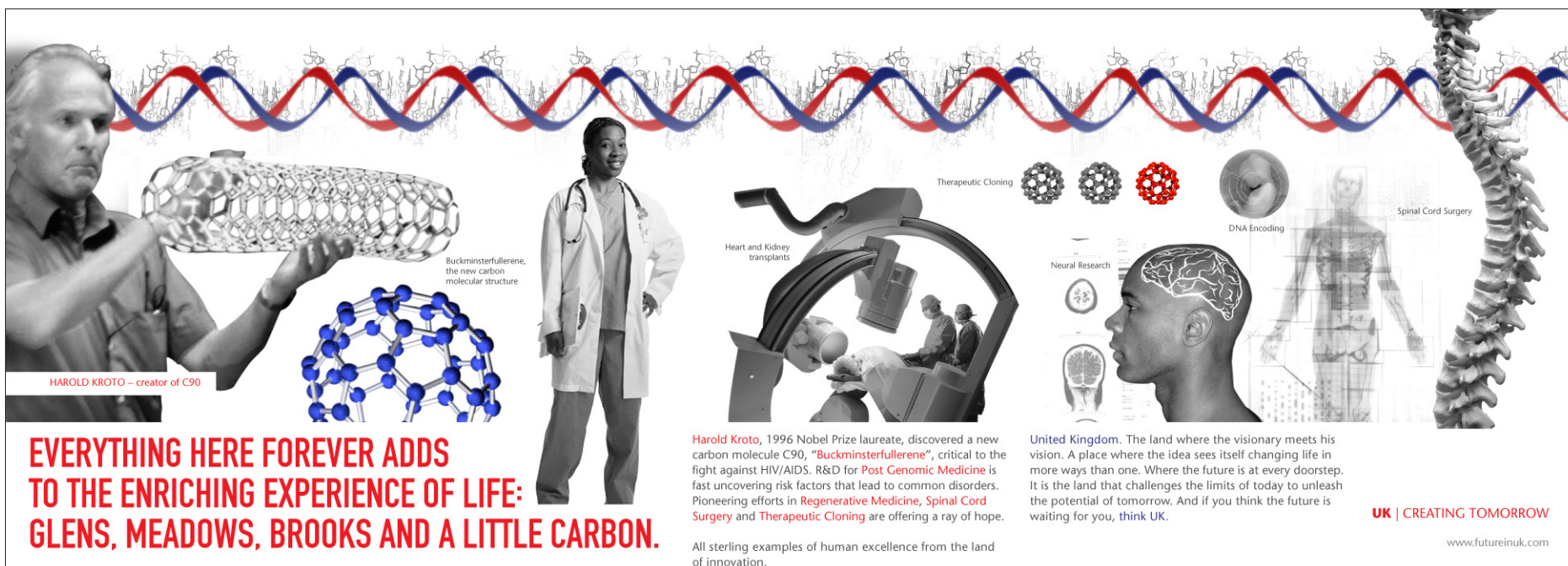
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HAROLD KROTO – creator of C90

EVERYTHING HERE FOREVER ADDS TO THE ENRICHING EXPERIENCE OF LIFE: GLENS, MEADOWS, BROOKS AND A LITTLE CARBON.

Buckminsterfullerene, the new carbon molecular structure

Heart and Kidney transplants

Therapeutic Cloning

DNA Encoding

Neural Research

Spinal Cord Surgery

Harold Kroto, 1996 Nobel Prize laureate, discovered a new carbon molecule C90, "Buckminsterfullerene", critical to the fight against HIV/AIDS. R&D for **Post Genomic Medicine** is fast uncovering risk factors that lead to common disorders. Pioneering efforts in **Regenerative Medicine**, **Spinal Cord Surgery** and **Therapeutic Cloning** are offering a ray of hope.

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www.futureinuk.com

ENVISAT in the GALILEO Navigation System

Space Tourism

Cassini Hyugens Saturn Ring Study

Study of magnetic field changes

The Royal Observatory

**THE HIGHEST STAKE
IN THE GALILEO NAVIGATION SYSTEM.
NEW DIRECTION TO THE FUTURE.**

Surrey Satellites Technology developed the first satellite for the **Galileo Navigation System**, Europe's programme for navigation, positioning and timing systems. Its **micro satellites** are providing wider access to images for remote sensing applications. **ENVISAT** today provides a wealth of information on global warming and ozone layer depletion.

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Monitoring the Ozone Layer

Observing the Blue Planet

Polymer Research

Marine Research

ENVISAT Imaging of Global Changes

**WE FOUND OUT THAT TO ENSURE
A BETTER FUTURE, YOU MUST SOMETIMES
LOOK AHEAD AND SOMETIMES LOOK ABOVE.**

We were the **first to discover the depletion in the ozone layer**. Since then we have been leading global efforts to **control the emission of carbon dioxide and greenhouse gases**. We have been developing **better and more economical polymers to minimise the depletion of natural resources**.

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MEGAPOLIS - Cities of the Future

**FOLKS HERE LOVE THEIR CITIES.
THE CITIES NOW UNDERSTAND THAT.**

The **Future Cities Project** employs scientific opinion with imagination to create exciting future worlds. A series of 'intelligent townships' merge parks and streets to become community spaces for human interaction. The **Megapolis** seeks to create an **optimum environment**, which brings into its ambit the broader social and political environment in which we live.

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BEYOND IMAGINATION. DISCOVER THE DIFFERENCE BETWEEN LEARNING AND MERE EDUCATION.

One of the world's strongest systems for ensuring quality has made **holistic education** here synonymous with excellence. That is the spirit behind **legendary institutions**, such as **London School of Economics, Oxford, Cambridge, The Royal College of Art** to name just a few. **Cutting-edge research** is today conducted in **basic science, medicine, IT and nanotechnology.**

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Athens Olympics 2004
Identity by Wolff Olins

ATHENS 2004

Furniture by Tim Dixon

Kitchenwear
by Marc Newson

Andrew Lloyd Webber's "Phantom of the Opera"

The Millennium Bridge

VERDANA –
Type Design for Microsoft and
World Wide Web by Matthew Carter

**TO TAKE AN IDEA
IN THE RIGHT DIRECTION,
START AT THE RIGHT PLACE.**

John Galiano is the high priest of haute couture at Christian Dior. **Andrew Lloyd Webber** is the composer of several famous musicals. **Sir Norman Foster**, a renowned architect with landmarks like the London Millennium Bridge to his credit. **Marc Newson** is a leading industrial designer with trend-setting work ranging from automobiles to furniture.

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Richard Branson with his visionary enterprise

**THE SOARING SPIRIT OF ENTERPRISE.
PURSUING PROFIT WITH RESPONSIBILITY.**

Virgin Galactic, bringing outer space truly within your reach. British Petroleum, setting world standards in meeting customer/shareholder expectations and societal responsibilities. GlaxoSmithlineBeecham, at the forefront of pharmaceutical research. British Airways, the hallmark of fine service in global air travel.

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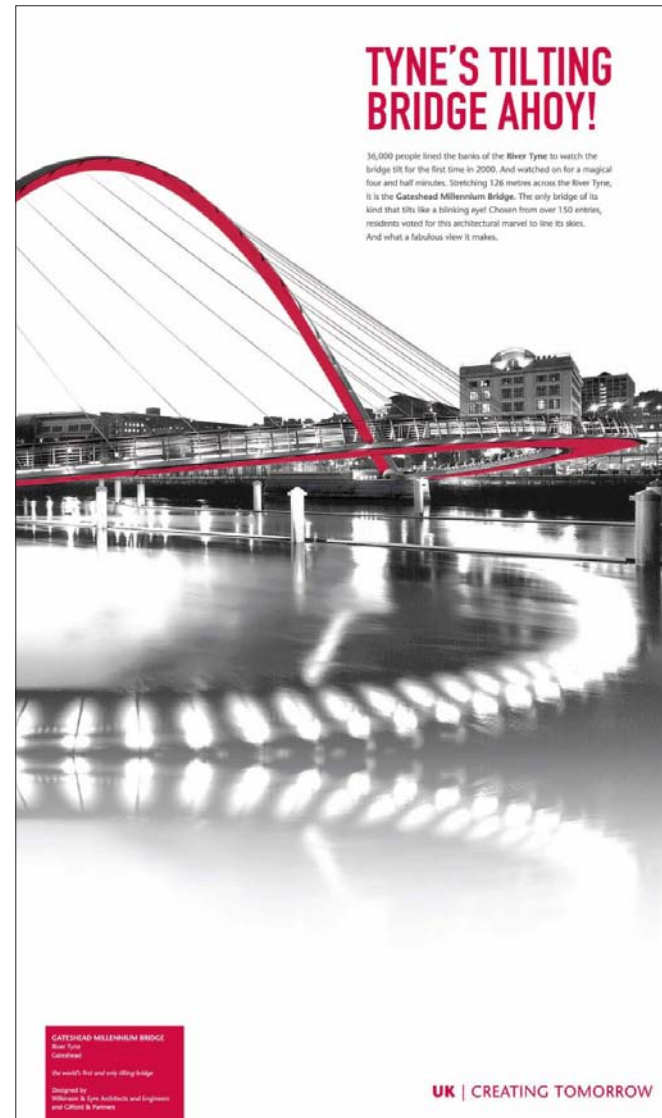
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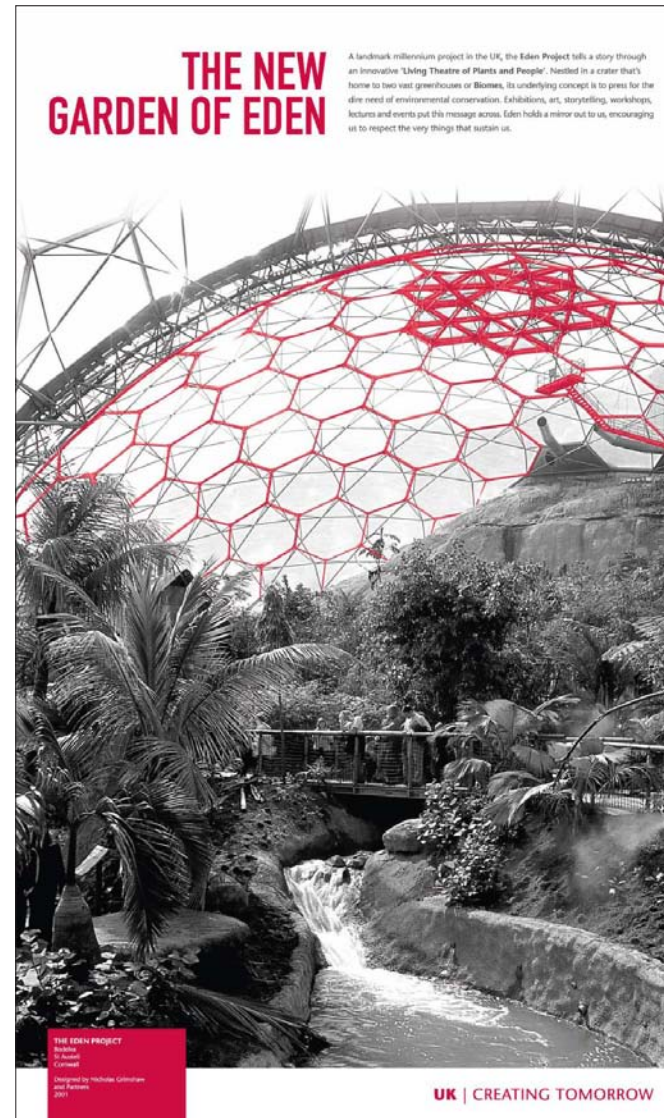
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Posters. 768 x 463.2 mm



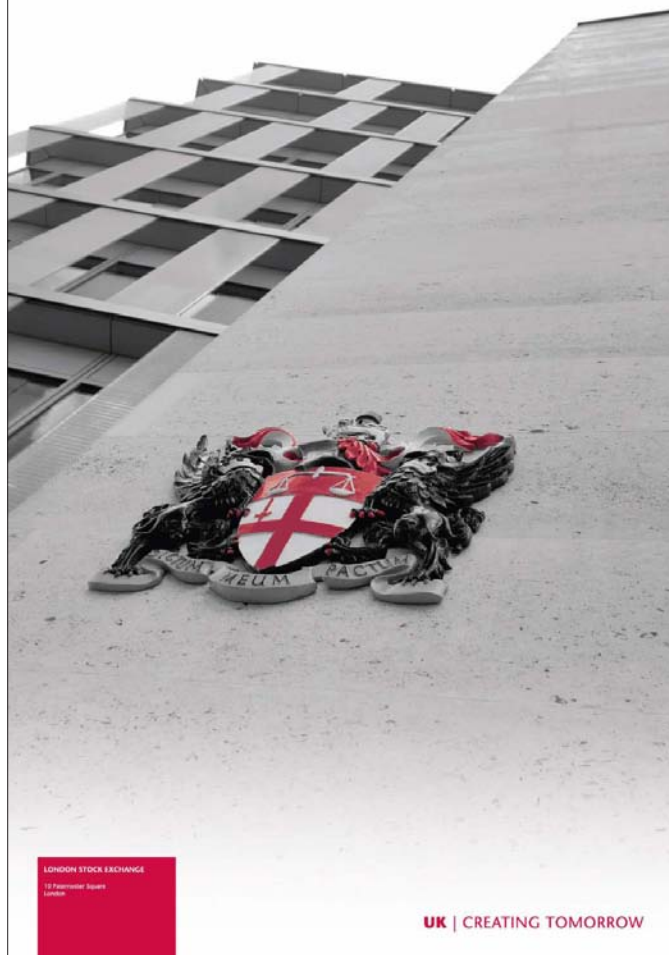






BREWING THE WORLD'S STOCKS

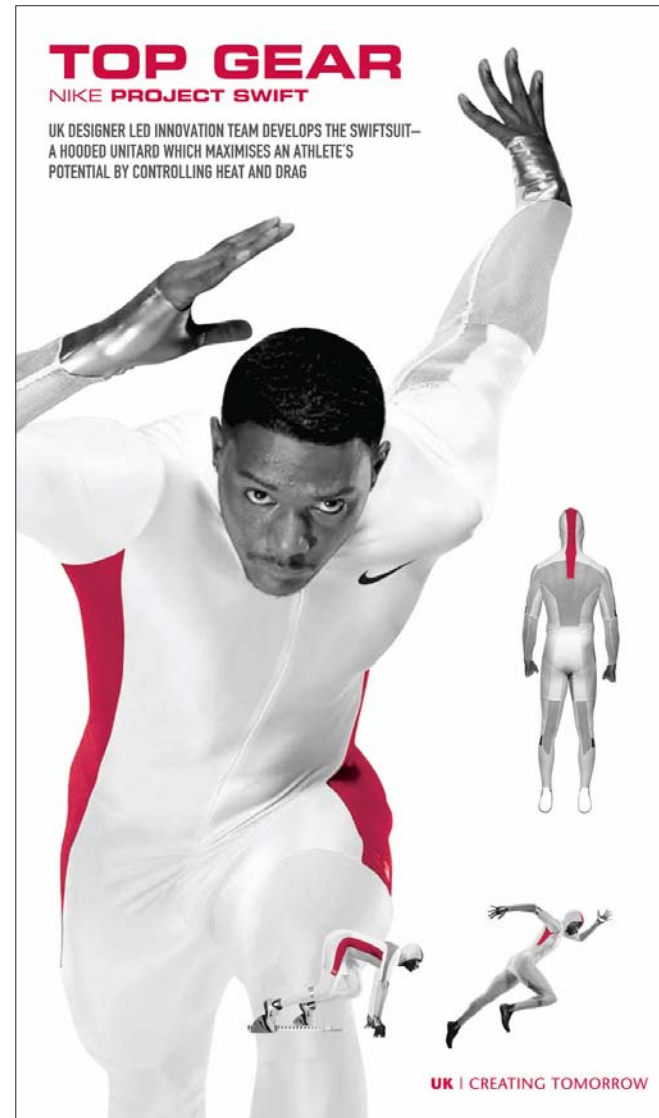
It started life as a coffee house in 17th century London, but destiny had greater things in store.... At the very heart of the global financial market, the London Stock Exchange was Europe's most active IPO market in 2004. With overseas listings accounting for about a fifth of total stocks traded, it is arguably the world's most "international" stock exchange.



IN THE FAST LANE

UK's Motorsport Valley has the most significant concentration of motor sport engineering and services in the world. 6 of the 10 Formula One Grand Prix teams are based in the UK; nearly all Champ Cars are built here by Lola, Cosworth or Bior and UK-built saloon cars have won the World Rally Championships, the maximum number of times. Add to that, the new A1 GP inspired by Sheikh Maktoum and designed by Lola, that virtually redefines aerodynamic efficiency. UK is also home to MIRA, Europe's leading independent automotive research, design and development centre and the preferred playground for car manufacturers like Ford, Daimler Chrysler, Audi, Renault and BMW... all having invested in UK businesses over the last 5 years.









Queen's Birthday Party. Display on Sports, Science & Innovation. 36 x 9 ft

TOP GEAR

NIKE PROJECT SWIFT

UK DESIGNER LED INNOVATION TEAM DEVELOPS THE SWIFTSUIT - A HOODED UNITARD WHICH MAXIMISES AN ATHLETE'S POTENTIAL BY CONTROLLING HEAT AND DRAG

EDDIE HARBER, a British designer, has spent six years developing and refining the **Swift Suit**.

Accounting for everything from predicted wind flow through stadium to athletes' hairstyles, Harber has shown that, in order to reach top speed, exposed skin and body hair should be kept under wraps: the hooded, head-to-ankle outfit with stirrups on the feet and sleeves that extend to cover part of the hands is his aerodynamic solution.

Tests conducted in a wind tunnel on two mannequins - one wearing a **Swift Suit** and one in ordinary vest and shorts - showed that "the suit produced 1lb [454g] less drag when running at the same speed and gave a 100m advantage in a 100m sprint".

But is that 100m that could be the difference between winning a medal or not.

UK | CREATING TOMORROW

Queen's Birthday Party. Display on Sports, Science & Innovation. 36 x 9 ft

SKIN WITH FINS

SPEEDO FASTSKIN FSII

UK DESIGNER HELPS SPEEDO TO LAUNCH A CUTTING-EDGE SWIMSUIT WITH LESS DRAG AND MORE PUNCH



The UK is the world leader in **Computational Fluid Dynamics (CFD)**, the technology behind some of the greatest sporting successes of recent years.

UK universities are collaborating with business to spearhead development.

CFD assisted the Great Britain Olympic team in its preparations for the 2004 Olympic Games in Athens.

Fluent Europe and leading swimwear brand Speedo brought Formula 1 technology to the swimming pool, with the launch of the world's fastest swimsuit, Fastskin FSII, which increases speed by reducing passive drag by up to four per cent more than the next best suit.

UK | CREATING TOMORROW

Queen's Birthday Party. Display on Sports, Science & Innovation. 36 x 9 ft

PERFECT SHOT

ADIDAS +TEAMGEIST FOOTBALL

UK RESEARCH FOR THE OFFICIAL MATCHBALL OF THE 2006 FIFA WORLD CUP
PRODUCES THE MOST ACCURATE FOOTBALL EVER...

The adidas **Teamgeist™** The new match ball for the 2006 FIFA World Cup™ introduces a perfectly round and smooth surface that reacts reliably and consistently when kicked.

Key to the unmatched performance of the new match ball is the revolutionary 14-panel ball construction. The innovative configuration brings down the number of three-panel touch points by 60 percent (from 60 to 24) and the total length of the panel lines is reduced by over 15 percent (from 400.5cm to 339.3cm).

The Thermal Bonding technology, which adidas successfully introduced in 2004, has been further refined to give the **Teamgeist™** performance qualities found in no other ball.

Extensive comparative testing by **Loughborough University** and in the adidas football laboratory in Schenfeld, Germany, provides proof that the overall performance of the **Teamgeist™** is unprecedented.


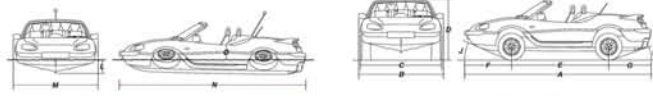

UK | CREATING TOMORROW

Queen's Birthday Party. Display on Sports, Science & Innovation. 36 x 9 ft

THRILLING JOYRIDE

GIBBS AQUADA

UK FIRM PRODUCES A REVOLUTIONARY SHOWCASE OF HIGH SPEED AMPHIBIAN TECHNOLOGY



The **Aquada** is a revolutionary showcase of **High Speed Amphibian (HSA)** technology.

This radical amphibious vehicle can make entry to the water via beach, boat, ramp, slipway or directly from the water's edge. Once afloat, the transition from road vehicle to High Speed Amphibian (HSA) is effortlessly achieved.

Simply press a button and drive into the water. The wheels automatically rise and as you press the accelerator nearly a tonne of thrust pushes the **Aquada** onto the plane. The whole process takes less than 12 seconds. The **Aquada** can plane at over 30mph.

Powerful enough to tow a water-ski and with a style and class of its own, the **Gibbs Aquada** is the perfect leisure vehicle. It combines the thrill of an open top car with the sheer exhilaration experienced in a high performance speedboat.

UK | CREATING TOMORROW

Stationery. Letterhead. 297 x 210 mm, Business Card. 90 x 55 mm

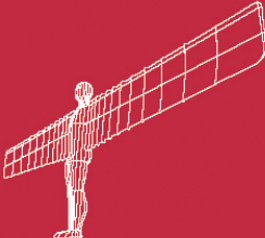


MEDHA GIROTRA KALRA
Manager
Public Diplomacy Initiative


British High Commission
Chanakyapuri
New Delhi - 110 021
E-mail: medha.kalra@fco.gov.uk

Dir. 91-11-24192179
Tel. 91-11-26872161
Fax 91-11-24192159
www.ukinindia.com

DID YOU KNOW?...
that The Angel of the North,
in Gateshead in the North East
of England, is Britain's largest
and most impressive sculpture.




UK | CREATING TOMORROW



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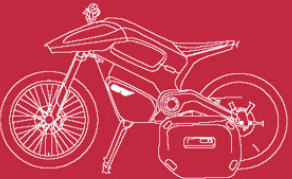


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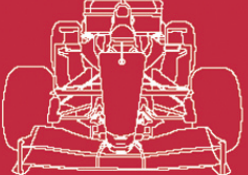


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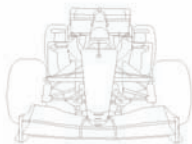
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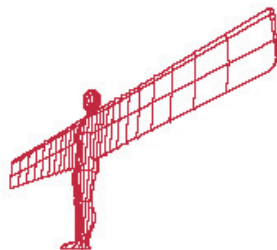


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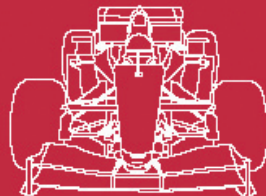


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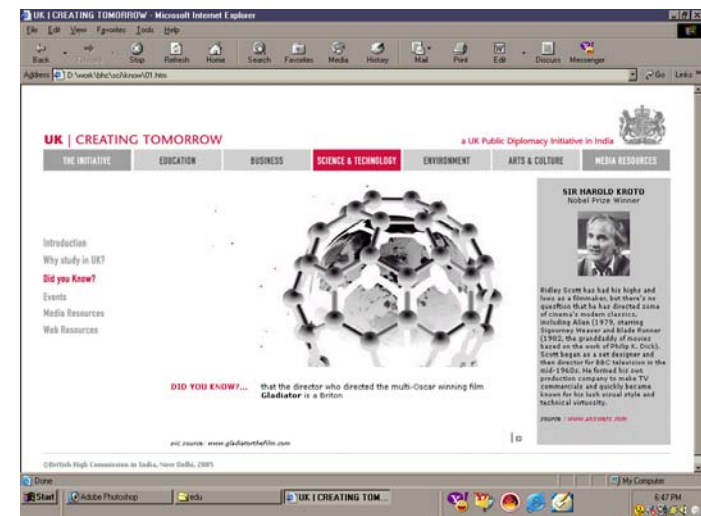
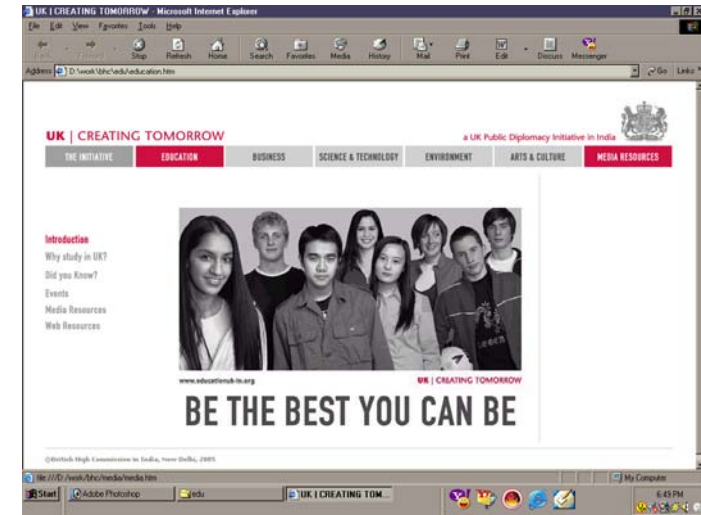
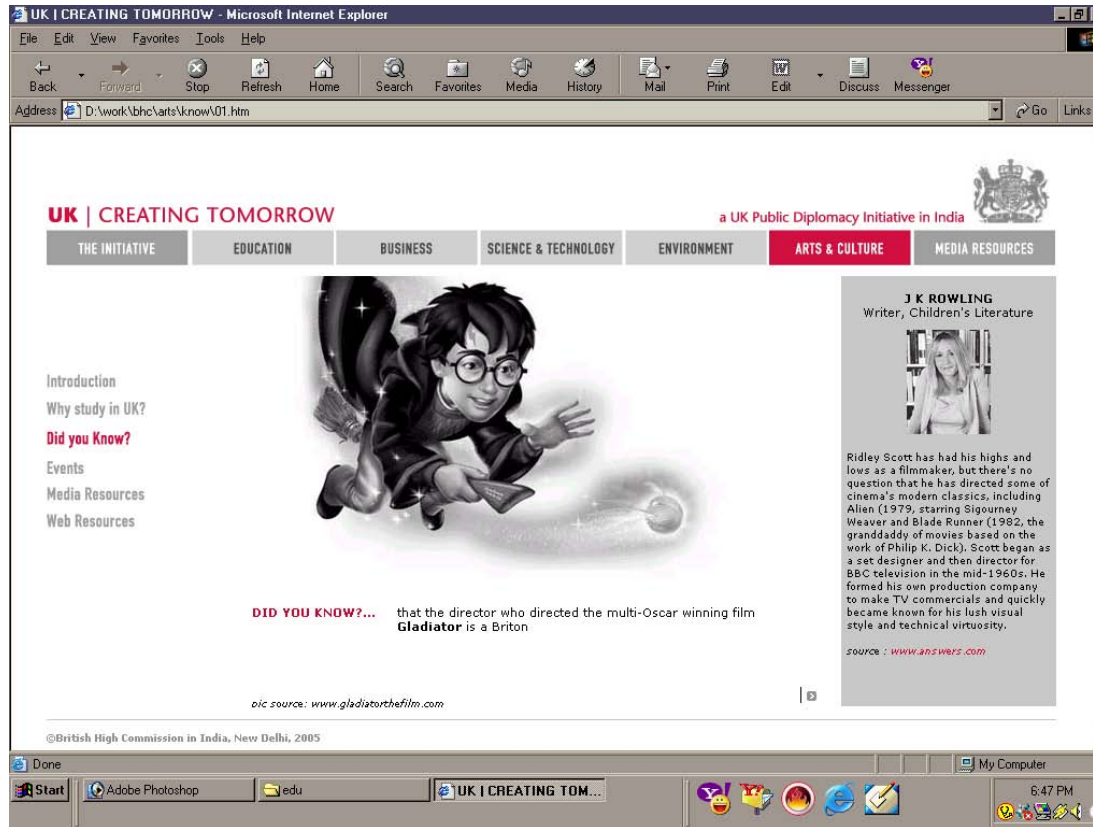


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FEBRUARY 2006

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JANUARY 2006

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MARCH 2006

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UK | CREATING TOMORROW



Monteropoli Valley

UK | CREATING TOMORROW


FEBRUARY 2006

Daily Planner

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UK | CREATING TOMORROW

UK is Mary Kay London's first environmentally sustainable building that is located in the center of the city (London, UK).



UK | CREATING TOMORROW

MARCH 2006

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APRIL 2006

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UK | CREATING TOMORROW



Angel of the North

UK | CREATING TOMORROW


MARCH 2006

Daily Planner

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UK | CREATING TOMORROW

The UK's Millennium Valley forms the backbone for Formula One, (China) and other major events in the world.



UK | CREATING TOMORROW

APRIL 2006

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MAY 2006

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UK | CREATING TOMORROW



Blackpool

UK | CREATING TOMORROW


APRIL 2006

Daily Planner

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UK | CREATING TOMORROW

The UK's Angel of the North is believed to be the largest single sculpture in the world and shows a woman looking a way.



UK | CREATING TOMORROW

MAY 2006

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JUNE 2006

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Cardiff Millennium Bridge

UK | CREATING TOMORROW


MAY 2006

Daily Planner

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UK | CREATING TOMORROW

Blackpool is the UK's largest urban festival area and perhaps the best example of a complete sustainable development project.



UK | CREATING TOMORROW

Launch of UK Education Initiative. Venue Dressing with wall panels



UK Education Roadshow: Newspaper ad, leaflets and the vehicle dressing

www.educationuk-in.org


UK | CREATING TOMORROW

DISCOVER THE POWER OF GREAT EDUKATION

- **Multicultural environment. Producing global winners.** 16,000 Indian students travel to UK every year to join over 200,000 other international students.
- **Renowned academic standards. Pursuing perfection.** International students are welcomed at more than 3,000 educational institutions offering flexible teaching systems, that nurture talent and aptitude.
- **Student scholarships and benefits.**
 - **Rewarding excellence.** Thousands of scholarships and bursaries are offered by UK institutions just for international students, while more than 21,000 international students receive scholarship funding from the UK government every year.
 - **Visa power.** The UK visa applications are accepted at 11 centres across India; and can be processed via courier in just 48 hours.
- **Less time, less money.** 3 year undergraduate courses and 1 year postgraduate programmes (*instead of four and two*) help you save precious time and money.
- **Creative culture. Harvesting ideas.** Further frontiers by learning how to think, rather than what to think with quality education.
- **Earn 'n' Learn.** As a student, you can work for up to 20 hours per week during terms and full-time during vacations and earn some extra pocket money.
- **A promising career start.** Quick job opportunities ensure you have access to the world's best organisations.
- **More bang for the buck.** "UK delivers a better *personal rate of return* from higher education than any other country."
— Organisation for Economic Co-operation and Development (OECD).

EXHIBITIONS. ROADSHOWS. SEMINARS.

Coimbatore, Nov 19 – 23 • Ooty, Nov 24 – 25



DISCOVER THE POWER OF GREAT EDUKATION

ROADSHOWS. SEMINARS. DJ NITE.

Pune, December 5 – 6, 2005

EDUCATION

UK | CREATING TOMORROW

IN 2003-04, 16000 INDIAN STUDENTS ENROLLED FOR HIGHER STUDIES ACROSS VARIOUS INSTITUTIONS IN THE UK.

More than an important statistic, this fact underlines the preference for the widely respected and much sought after qualifications, the welcoming, multicultural academic environment and the dynamic, contemporary culture.

Prime Minister Tony Blair launched the **UK-India Education Initiative** at New Delhi on September 8. It promises to further strengthen co-operation in higher education, research and student exchanges with a view to bolstering the India-UK business and economic relationship.

This series of roadshows, exhibitions and seminars has been designed to engage students and their guardians in interaction, aimed at giving them the right perspective on all aspects of education in the United Kingdom – help them choose the right courses, identify institutions, explore scholarship opportunities and evaluate financing options and career prospects.

Visit us at these events and get a real-time snapshot of education in UK that enables achievement of academic and professional goals. Book a fulfilling passage into the future. **Think UK.**

10 REASONS TO STUDY IN UK

- 1 Career opportunities.
Recognising ability.
- 2 Renowned academic standards.
Pursuing perfection.
- 3 Legendary institutions.
Inspiring brilliance.
- 4 Creative culture.
Harvesting ideas.
- 5 Student scholarships.
Rewarding excellence.
- 6 Multidisciplinary research.
Forerunning frontiers.
- 7 Multicultural environment.
Producing global winners.
- 8 Contemporary skills and curricula.
Increasing employability.
- 9 Flexible teaching systems.
Nurturing talent and aptitude.
- 10 Shorter, value packed courses.
Ensuring quicker employment.



EDUCATION

UK | CREATING TOMORROW

A large white bus with a red roof, featuring the Education UK logo and the slogan "UK | CREATING TOMORROW". The bus is surrounded by a diverse group of young people, and the text "DISCOVER THE POWER OF GREAT EDUCATION" is visible on the side.

Vatavaran-UK Filmmakers Fellowships Film Festival. Venue Dressing with wall panels and Trophy Design




Vatavaran-UK Filmmakers Fellowships Film Festival. Standees and Newspaper ad

UK | CREATING TOMORROW

WILDSCREEN FESTIVAL

WORLD'S LARGEST FESTIVAL
OF MOVING IMAGES
FROM THE NATURAL WORLD



www.wildscreenfestival.org

UK | CREATING TOMORROW

DOUG ALLAN

REELING FOR A CAUSE



www.dougallan.com

A VIRTUAL NOAH'S ARK

A centralised digital library featuring the world's rare species, **ARKive** is a 'virtual' conservation effort to archive life on Earth. Set up in the UK, ARKive features films, photographs and audio recordings of the world's flora and fauna and is available to scientists, conservationists and educators at the click of a button! It's a call from the wild to end their habitat's destruction.

From wildlife preservation efforts, driving environmental breakthroughs, to developing unconventional energy resources... the United Kingdom is fast emerging as the destination for the environment minded.



the award winning website: www.arkive.org

Interact with **HARRIET NIMMO**, Chief Executive of Wildscreen
and Project Manager of ARKive at Vatavaran 2005

UK ENVIRONMENT
FILM MAKERS AND
FELLOWSHIPS

www.britishcouncil.org.in

vatavaran2005
ENVIRONMENT & WILDLIFE FILM FESTIVAL
WORKSHOPS, EXHIBITIONS, SCREENINGS, OPEN FORUMS.

www.i-uk.com/india

21-24 November
India Habitat Centre
New Delhi

UK | CREATING TOMORROW

Aranyak Wildlife Film Festival, Kolkata. Hoarding and Newspaper ad



**RETROSPECTIVE OF
UK FILM MAKERS**
at 3rd Aranyak Wildlife Film Festival

**27-30 JANUARY, 2006
KOLKATA**

Film Screenings at Nandan
Best of WILDScreen FILM FESTIVAL (UK)
Films by HARRY MARSHALL
Films by SUE FLOOD and DOUG ALLAN
Films by RICHARD BROCK

**Workshop with HARRY MARSHALL
at British Council**
"MARKETING WILDLIFE FILMS
INTERNATIONALLY"
28 January 10.00 am to 2.00 pm
29 January 10.00 am to 5.00 pm

www.britishcouncil.org.in www.i-uk.com/india **UK | CREATING TOMORROW**

ANSWERING THE CALL OF THE WILD

Harry Marshall was born and spent his childhood in South India, and has continued to work and travel extensively in the country. In 1990, he co-founded **Icon Films** with Laura Marshall. He was nominated for a Best Director Emmy for his film *Tibet and the End of Time*. In 1999 and again in 2003, he was awarded the **Best Writing Award by the Writers Guild of America at the Jackson Hole Wildlife Film Festival**.

Harry Marshall will be participating in the 3rd Aranyak Wildlife Film Festival. He will also conduct workshops on "Marketing Wildlife Film Internationally" at British Council on 28th & 29th January.

From wildlife conservation efforts, environmental film making, monitoring climatic changes, to developing unconventional energy resources... the **United Kingdom** is fast emerging as the destination for the environment minded.



HARRY MARSHALL,
co-founder of Icon Films

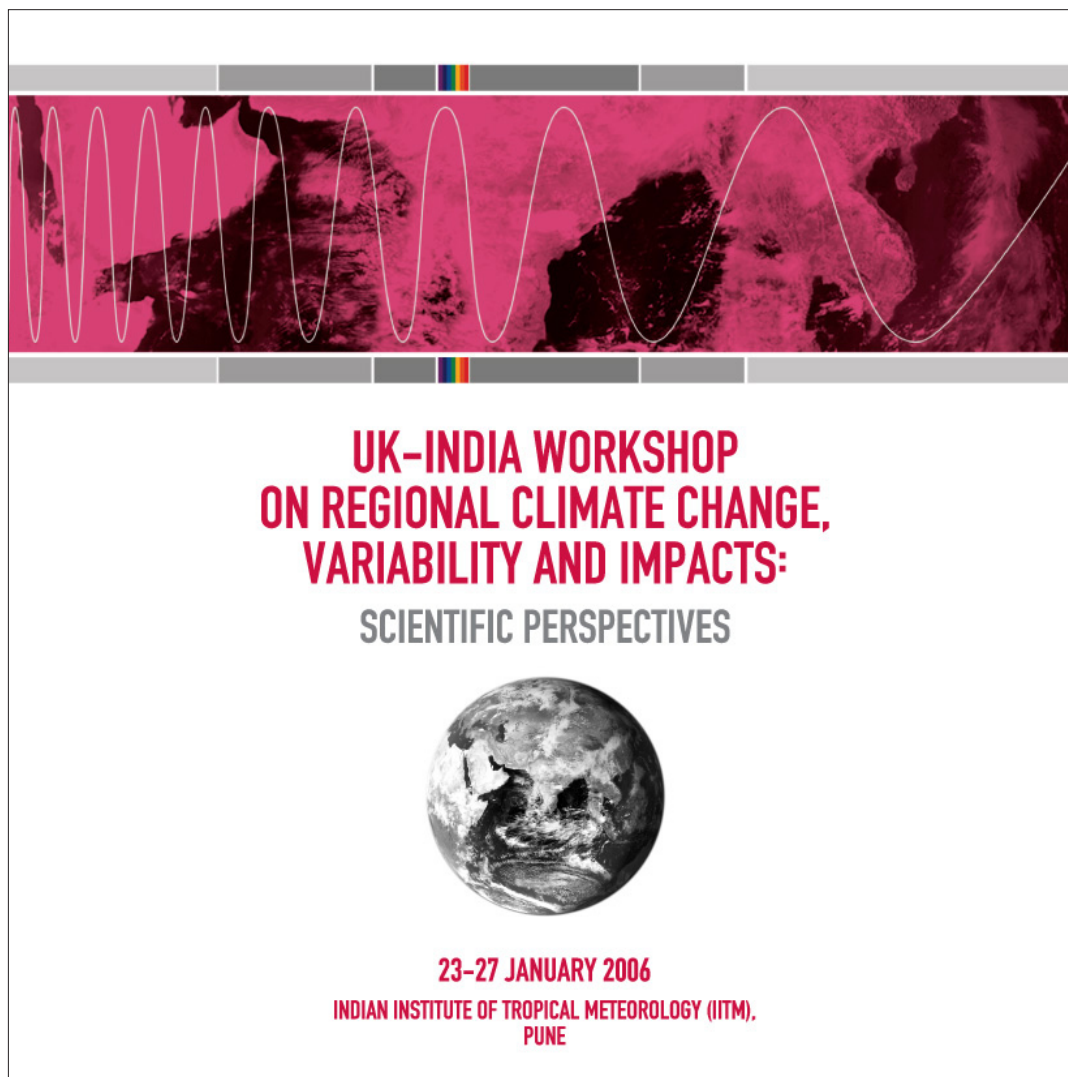
Workshops **28 January** (10 am to 2 pm) • **29 January** (10 am to 5 pm)
British Council, 16 Camac Street, Kolkata 700 017
Tel: +91 (033) 2282 5370

www.britishcouncil.org.in

www.i-uk.com/india

UK | CREATING TOMORROW

UK-India Workshop on Regional Climate Change, Pune. Hoarding and Poster



THE BRITISH HIGH COMMISSION IN INDIA PRESENTS

THE BE BY BARLOW CONTEST



THE BE BY BARLOW CONTEST

Your chance to win a month-long internship with **Ian Barlow**, Chairman, ThinkLONDON and Senior Partner at KPMG's London office. All you need to do is write a presentation on the best possible M&A strategy between an Indian and a UK company and mail it to us at www.bebybarlow.com

UK | CREATING TOMORROW

THE BRITISH HIGH COMMISSION IN INDIA PRESENTS

THE BRAINS WITH BRANSON CONTEST



THE BRAINS WITH BRANSON CONTEST

Write a presentation on what you think should be **Richard Branson's** next business venture. And suggest a clear road map on how you think he should go about it. Send it to us at www.brainswithbranson.com and we will send it to him. If **Sir Richard** likes what you think, you get a chance to work with him, as he breathes life into your idea.

UK | CREATING TOMORROW

THE BRITISH HIGH COMMISSION IN INDIA PRESENTS

THE SUMMIT WITH SORRELL CONTEST



THE SUMMIT WITH SORRELL CONTEST

Draft out a branding and marketing strategy for a new product or service to be launched globally by an Indo-British joint venture. Send it to us - and we will send it to Sir Martin Sorrell, Chairman of WPP, the world's leading advertising and marketing communications conglomerate. If your proposition appeals to him, you could be making a presentation with him at the World Economic Forum's Annual Meeting at Davos in January 2008.

UK | CREATING TOMORROW



Rolls-Royce TRENT 450 –
a unique collaboration between
the Imperial College, London and
the Indian Institute of Technology

FLYING THE WORLD FROM INDIA

UK aerospace companies have collaborated with the Indian aerospace industry for over five decades. BAE Systems, GKN Aerospace, Honeywell Aerospace, Rolls Royce and Smiths Industries are amongst the prime UK contractors active here.

To the UK, India is the perfect destination to set up facilities given the large number of trained professionals who graduate every year. Moreover, India offers economies of cost and skilful management of time. And as the UK steps up its efforts to build a more lucrative tomorrow, it is steadily factoring in the India advantage.



www.uktradeinvest.gov.uk

UK | CREATING TOMORROW



REVA G-Wiz –
the largest selling electric car in the UK
and the most cost effective in the world

HOW SMALL MADE IT BIG

The Daily Telegraph of the UK called the tiny G-Wiz the poster child of green transport. It bagged the No.1 slot in The Independent's Best Cars list of 2007. Manufactured by Bangalore-based Reva Electric Car Company, the G-Wiz was launched in the UK with an order of just 40 vehicles in 2004. Today there are more than 900 units plying on London's roads making UK by far the company's most successful market. And today buoyed by the success in the UK, the company forecasts a ten-fold increase in demand in the coming year.

Today the UK is accelerating the future. With the right mix of policies and infrastructure, it is creating a climate for businesses to excel. It's a global powerhouse where man and his ideas for a brighter, smarter tomorrow are coming together to create new and more engaging success stories.



www.uktradeinvest.gov.uk

UK | CREATING TOMORROW



PLAYING THE BIG PART

Bharat Forge, one of the world's biggest makers of specialised forgings for vehicles, bought Scottish Stampings in 2005 to get better access to western markets and technologies. Its foray into the UK was the perfect route for the company into Europe. UK's strength also rests in its geographical advantage, placed as it is between the US and Asia Pacific.

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www.uktradeinvest.gov.uk

UK | CREATING TOMORROW



ENERGY OUT OF THIN AIR

Wind power in the UK is leading the way for the times to come. In 2006, more than £500 million worth of wind turbines were commissioned. Scottish Power is building a £300 wind farm near Glasgow, which will be the largest in Europe. The UK today has the most competitive energy industry in Europe and was one of the first to deregulate. As India prepares to tackle issues related to climate change, business partnerships with UK renewable energies will hold the key to ensuring sustainable development.

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www.uktradeinvest.gov.uk

UK | CREATING TOMORROW

IN UK, ICICI BANK'S OPERATING INCOME ROSE 10 TIMES IN A YEAR

Because success stories are written faster in the world's preferred business destination.



The newest ICICI Bank branch in Wembley

THE UK ADVANTAGE

- ▶ Established banking, financial and judicial systems
- ▶ £24 billion contribution to the GDP by financial services
- ▶ Policy environment that enables businesses to launch operations swiftly

ICICI Bank UK Limited helps Indian companies build their presence in Europe by facilitating trade finance, letters of credit and project finance. It provides NRIs the facility of transferring funds to India swiftly and efficiently. Since the Indian population in the country is substantial, the bank grew rapidly in the UK. Moreover its strategic alliance with the Lloyds TSB allows ICICI customers to access and open accounts in 2,200 Lloyds TSB branches in the country. It was with the right partner and a huge customer base, that ICICI accelerated its success story in the UK.

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UK | CREATING TOMORROW

IN UK, THERMAX FOUND THE ROAD TO EUROPE

Because when you are at Europe's gateway, the possibilities are endless.



State-of-the-art Thermax manufacturing unit in Queensway

THE UK ADVANTAGE

- ▶ Established gateway to Europe
- ▶ Easy governmental policies to enable businesses to become operative swiftly
- ▶ 28 million skilled workers in one of the most flexible labour regulatory environments

Thermax selected UK because of its geographical advantages, its policies for new entrants and a highly trained workforce. The language advantage of the UK also played an important role in deciding the location. The company's operations in the UK assisted it in getting a footprint in the shell boiler category, particularly in Western Europe. Thermax Europe Limited has a widespread dealer network in Europe and a presence in Portugal Spain, Italy, Belgium, Germany Denmark, Sweden and Finland. For Thermax Europe Limited, the success story opened in UK which helped it spread across Europe.

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UK | CREATING TOMORROW

IN UK, RANBAXY GREW 34% IN 2006

Because when you are in a country where the policy is to progress, you are bound to grow.



Research and Development unit of Ranbaxy in London

THE UK ADVANTAGE

- Policy structured to enable new businesses to commence operations swiftly
- One of the largest pharmaceutical markets in the world
- Huge pool of researchers and research facilities

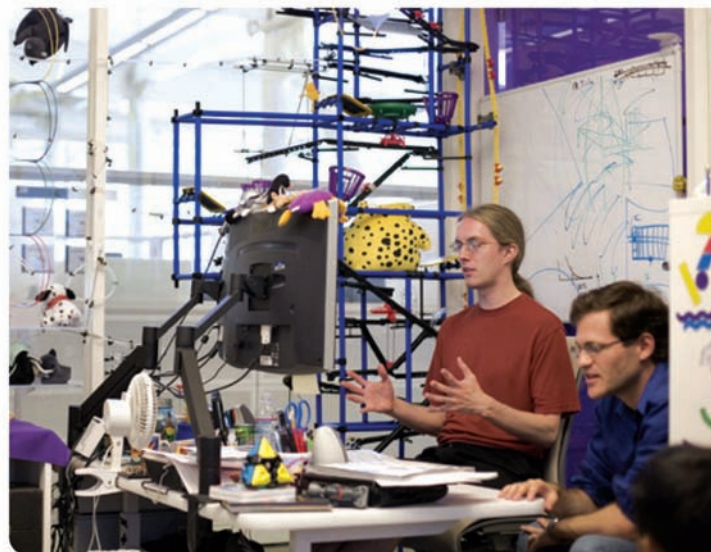
Ranbaxy commenced its UK operation in 1996. And in 2006, the UK operations clocked sales of US\$ 35 million. The branded business witnessed sales exceeding US\$ 7.5 million. It also made remarkable progress in enhancing its product portfolio. Deals have been signed with various companies already. The Ranbaxy success phenomenon is unique but not uncommon in a country where every policy is designed to turn stories into success stories, faster.

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UK | CREATING TOMORROW

HCL GLOBAL'S REVENUES FROM UK TRIPLED IN 5 YEARS

Because when you are in the island of excellence, entrepreneurship is always rewarded.



Art and innovation meets software excellence in HCL at Berkshire, London

THE UK ADVANTAGE

- Policy structured to enable new businesses to commence operations swiftly
- Strategic partnerships and alliances
- Availability of R&D facility and infrastructure support

In October 2001, HCL entered into strategic partnership with BT to offer BPO services, becoming the first Indian IT company to establish an overseas BPO business. It collaborated with companies such as Nokia and AMD, whose products and solutions were in line with its business segment to provide better customer support. In 2006, 25% of the company's US\$2.5 billion IT and BPO business came from Europe. For HCL, the success story was forming the right alliances quickly in an environment where you come together to succeed.

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