

UK in Japan 2019-20

A Partnership Opportunity

Sept 2019 – Sep 2020



HM Government



BRITISH
COUNCIL



As host country of the **2019 Rugby World Cup** and **2020 Olympic and Paralympic Games**, Japan is set to enjoy an unparalleled moment in the international spotlight.

We will use this **once in a lifetime opportunity** to showcase UK excellence and forge new UK-Japan partnerships.

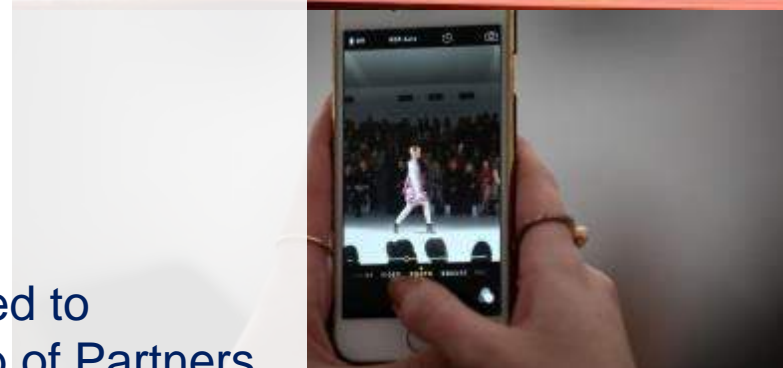


UK IN JAPAN 2019-20

Using the catalyst of these two global sporting moments, a series of events and activities will take place across Japan to **showcase excellence and build partnerships in:**

- Business
- Innovation
- Culture and the Arts
- Education
- Diversity and Inclusion

A 12 month event programme has been designed to **provide a business platform** for a select group of Partners.



OUR PREVIOUS SUCCESSSES

British Council led UK/Korea 2017

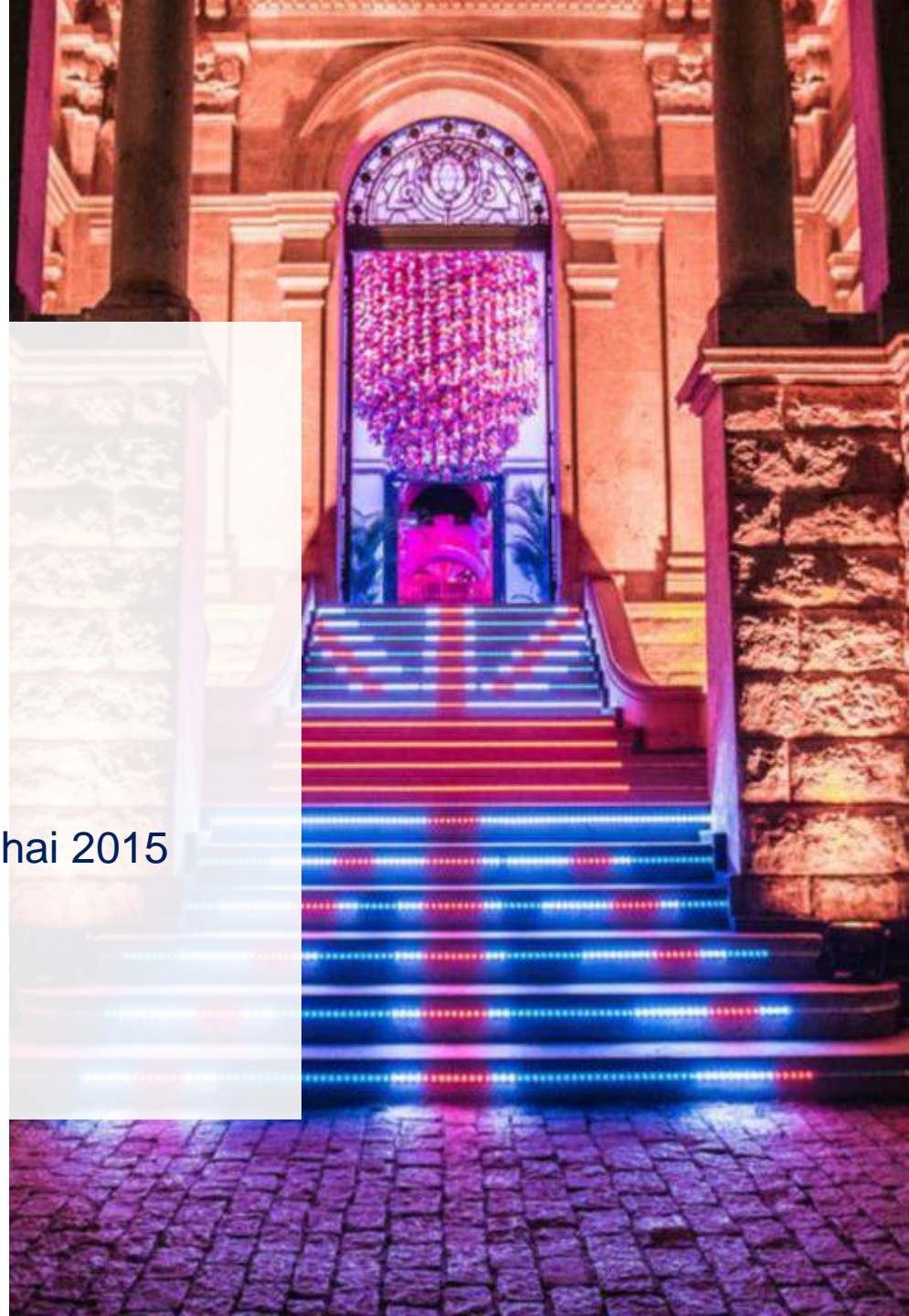
- **184 events** in **17 cities**
- **1.2m** attended
- Media coverage: **19m audience**

British House Rio 2016

- Reached **280m**
- Media coverage: **230** articles

GREAT Festival of Creativity, Shanghai 2015

- **£800m+** business generated
- Media coverage: **463** articles

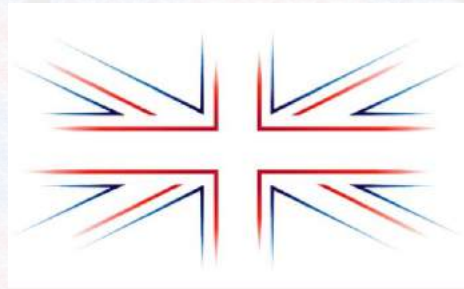


KEY MOMENTS

2019 Rugby World Cup



UK House



Tokyo 2020



Culture/Education Programme



Business Programme



THE SPORT PROGRAMME

2019 Rugby World Cup

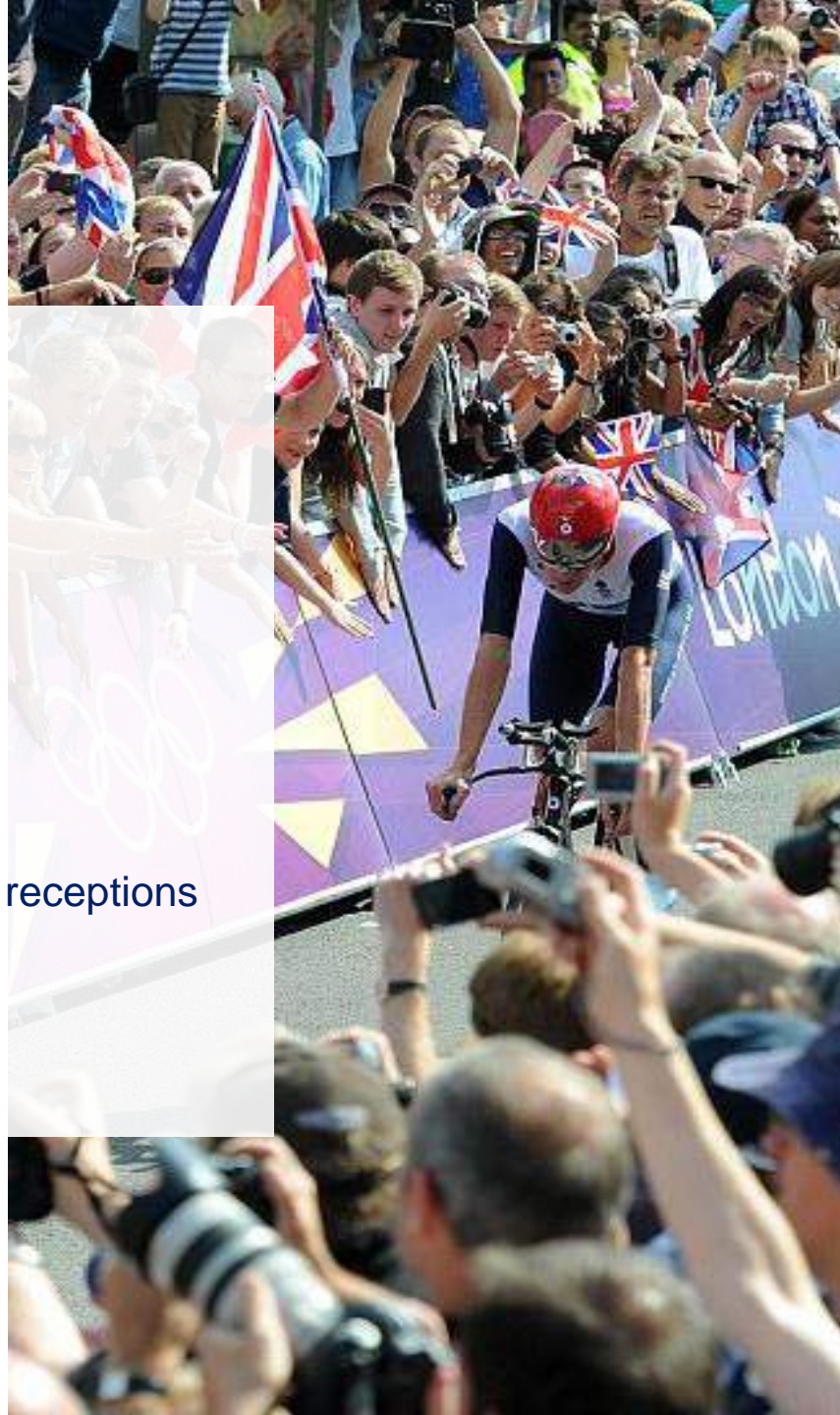
2.4m spectators, 4bn+ TV viewers

- Touring Pop Up activation
- RWC welcome/closing reception
- Events with Home Nation RFUs

Tokyo 2020

10m spectators, 4.8bn+ TV viewers

- TeamGB and ParalympicsGB welcome/closing receptions
- 1 Year to Go digital celebration
- Collaboration with BOA and BPA



THE **BUSINESS** PROGRAMME

The GREAT campaign

Successful in promoting British business, education and tourism **globally.**

It features thought leadership, product showcasing and networking supported by a **highly visible marketing and digital campaign.**

Themes of GREAT weeks in Japan will include:

Sept 2019 – Future of Financial Services: New Technologies, Fintech

Jan 2020 – Clean Growth: Nuclear, Sustainability

May 2020 – Future Mobility: Automotive, AI, Engineering

June 2020 – Healthy Ageing: Life Science, Assistive technologies

July 2020 – Creativity: Arts, Culture, Technology



SHAPE THE CONTENT OF GREAT WEEKS



Future of Financial Services Sep 2019

- Coincides with FinSum
- AI in Finance, FinTech
- Customer centric
- Removal of threats



Healthy Ageing Jun 2020

- Ageing Population
- Digital health
- Paralympic technology
- Future of consumer healthcare
- R&D leaders



Clean Growth Jan 2020

- Decarbonisation and sustainable futures
- Nuclear Industry Forum
- Energy Transitions
- Wind Expo



Creativity July 2020

- Future of Art, Culture and Technology
- Creative solutions to Global Challenges
- Rise of AI, VR and AR



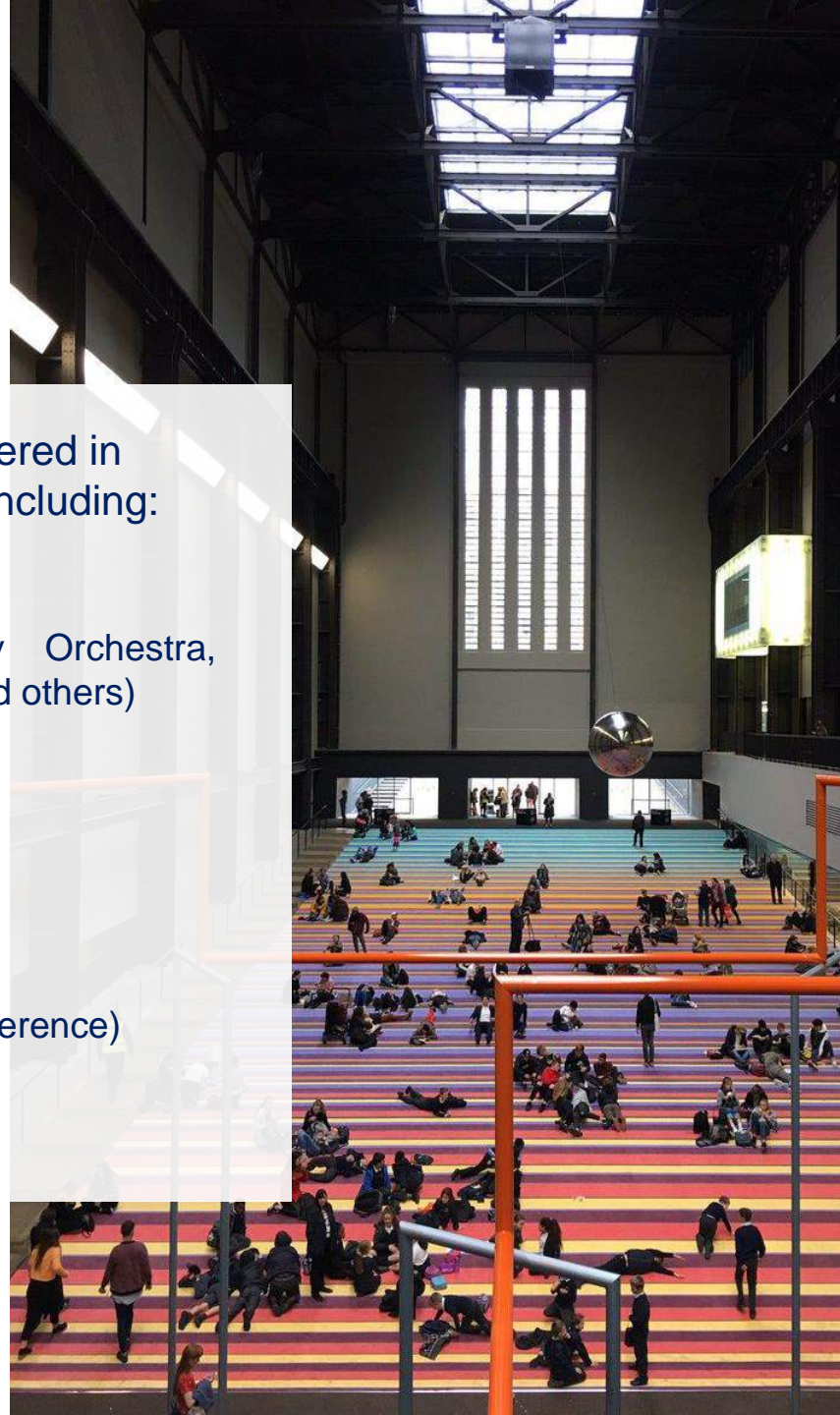
Future Mobility May 2020

- Align with UK Pavilion at JSAE
- Driverless cars
- Sharing Economy
- Smarter and productive movement of goods and people

THE CULTURAL AND EDUCATION PROGRAMME

A **high profile** UK culture programme will be delivered in partnership with the British Council across Japan including:

- Japan tours by **major UK arts institutions** (National Gallery, Royal Opera House, London Symphony Orchestra, BBC Scottish Symphony Orchestra, Courtauld Gallery and others)
- Artistic **collaborations / Residencies** (UK artists residency in Ise, International Disabled Artists' collaboration-TEMPEST)
- Forums / Workshops (Global Disability Innovation Summit, Arts for Health conference)
- Education events (Study UK Fair, International Academic Conference)



CALENDAR OF EVENTS

2019

September

October

November

December

Rugby World Cup 2019 (20 Sep – 2 Nov)

UK in Japan 2019-20
Launch Event

Future of Financial
Services
GREAT WEEK

Digital Comms Campaign

Royal Opera House

RWC Pop-up Activation

Capital Investment Conference

Study UK Exhibition 2019

Charity England Rugby Dinner

Diversity and Inclusion Event

Enthronement Moment

UK Artists Residency in
Ise

BBC Proms Japan
/BBC Scottish
Symphony Orchestra

New Directions in
English Language
Assessment 2019

2020

January

February

March

May

June

July

August

September

Clean Growth
GREAT WEEK

Philharmonia
Japan Tour

Study UK
Exhibition
2020

Future Mobility
GREAT WEEK

Healthy Ageing
GREAT WEEK

TeamGB
Welcome
Reception

Global
Disability
Innovation

Paralympic
Events

Digital Comms Campaign

London National Gallery Exhibition

Queen's
Birthday Party

Olympic Events

Creativity
GREAT WEEK

Arts &
Disabilities

Paralympics
GB Welcome
Reception

Sports and
Culture Event

London
Symphony
Orchestra

Cultural programme

THE OPPORTUNITY FOR PARTNERS

A unique and bespoke partnership to:

- Steer the campaign theme to **promote your business focus**
- **Utilise UK House** to engage customers via high profile networking events (Royalty, ministers, business leaders and athletes)
- Use the campaign name and logo to highlight **alignment with the UK**
- **Generate brand exposure** via high profile branding and integration into the campaign media strategy
- **Showcase products** and services to B2B and B2C customers
- Host industry expert **seminars and panel discussions**
- **Lock out** competitors



FOCUS ON THE GREAT WEEKS

Sector Focus

Identify high profile timeframes (GREAT weeks) that connect directly to your core objectives.

GREAT Weeks

Take a proactive role in shaping and delivering your core GREAT week to align with the industry messages. Support with event hosting, product showcasing and thought leadership.

Other key moments

Choose other moments on which to focus your activation to highlight your CSR initiatives and the diverse nature of your business via our Cultural Programme e.g. Diversity and Inclusion and Employee experiences etc



HOW WE WORK WITH OUR PARTNERS

Partnership

We will work in **'true partnership'** with you to create a platform that helps grow your **business**.

Integral

We will **ensure** that you are **integral** and not peripheral to the Campaign

Bespoke

We offer **bespoke** sets of **rights** and **assets** aligned to your **objectives**

Regional Activity

We will help you integrate into our **communications activity**



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