

WELCOME TO GREAT

BRITAIN & NORTHERN IRELAND



*GREAT Visual Highlights
November 2019*

Web Summit 2019, Portugal



Sport is GREAT, Madrid

GREAT supported the GB Team at the Davis Cup tennis tournament in Madrid, where GB were narrowly defeated by Spain in the semi-finals. 'Sport is GREAT' branding was displayed on the team's training kit and on the team bench behind the players which included Sir Andy Murray.

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Green is GREAT, India

HRH The Prince of Wales visited India and joined a discussion with influential Indian business leaders from finance, technology and life sciences on how to accelerate a transition to sustainable markets. The issues focused on accessing green finance markets and biodiversity.



Business is GREAT, Portugal

Web Summit 2019 was the largest ever, with over 70,000 participants. The cleverly-designed GREAT stand was highly impactful, designed as a London skyline staircase which was reflected from above, giving attendees a meeting space as well as a photo opportunity. A GREAT-branded double-decker bus toured the city in the run-up to the event.





Business is GREAT, France

New banners have been installed on the British Ambassador's Residence in Paris in time for the annual illumination of the Christmas decorations. The banners will be exposed to over 174,000 pedestrians passing the residence each month and will support commercial and tourism objectives.





Events are GREAT, London

London hosted One Young World, the global forum for young leaders, following VisitBritain's successful bid through its Business Events Growth Programme. The summit welcomed over 3,600 young leaders, entrepreneurs and social change advocates with global figures including HRH Duchess of Sussex, Ellie Goulding and Sir Richard Branson.





Food is GREAT, China

A 'Food is GREAT' event was hosted by celebrity Chef and GREAT ambassador, Ken Hom OBE. The event included a networking reception showcasing British products. A video of Ken cooking British cheese wontons and chilli pork spareribs with the Consul-General received 3 million views on social media.





Innovation is GREAT, USA

StreetDrone exhibited at the CoMotion LA conference and AutoMobility event. The micro-mobility vehicle, Twizy Pod, enables quicker and easier testing of autonomous technology and hopes to be the first ultra-compact electric vehicle for city driving.





Green is GREAT, Madrid

At COP25, the UK pavilion joined 197 countries in discussing important issues around climate change. The UK's President Designate received confirmation that the UK will be hosting COP26 next year in Glasgow.

GREAT *for* PARTNERSHIP



GREAT for Partnership, Mozambique

As winners of the Green is the New Black competition four designers from Mozambique showcased their amazing sustainable fashion pieces to the High Commissioner. The designers will embark on a sustainable fashion training course in the UK.



Countryside is GREAT, London

GREAT-branded digital assets were displayed on 36 screens at the ExCeL Centre during World Travel Market, the leading global event for the travel industry. More than 50,000 delegates were exposed to a range of GREAT imagery promoting the very best of British countryside, culture, sport and food.

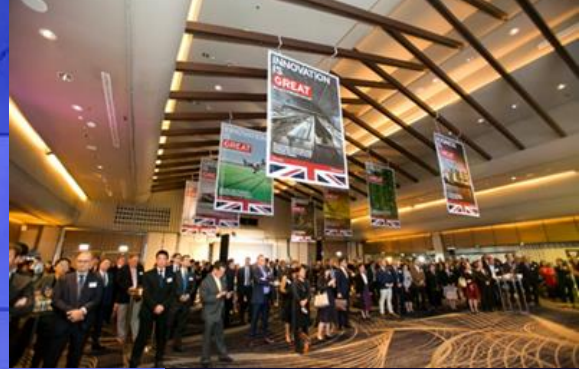




Film is GREAT, Brazil

VisitBritain, Foreign and Commonwealth Office and DIT, in association with Universal Pictures Brasil, collaborated on the premiere of the Downton Abbey film in Brazil. The event promoted the UK's film and creative industries to media and travel trade.





GREAT for Partnership, Thailand

DIT Bangkok hosted a reception as part of the ASEAN (Association of Southeast Asian Nations) Summit, highlighting the UK's ongoing partnership with ASEAN member states. The British Ambassador to Thailand welcomed over 200 representatives of leading UK and ASEAN businesses and dignitaries.





Innovation is GREAT, Nigeria

Over 1,500 energy experts attended Africa Oil Week to set out the future direction of Africa's upstream oil and gas sector, securing major deals and new partnerships. DIT Nigeria created a UK pavilion and hosted an exclusive networking reception at the High Commissioner's residence.





Music is GREAT, London

GREAT hosted an event in the Foreign and Commonwealth Office in conjunction with UK Music. The event was headlined by 2019 top-selling artist, Tom Walker, and celebrated the music industry with an audience of industry influencers and decision makers. The event was supported by GREAT partners Chapel Down and Old Bakery Gin.



Green is GREAT, South Korea

DIT Seoul hosted an offshore wind energy seminar inviting Korean business insiders as part of the on-going Green is GREAT campaign in Seoul. Leading UK companies presented their offshore wind energy expertise to over 200 key government and business decision makers.





I Travel For, Arabian Gulf

VisitBritain partnered with Wego to promote tourism to the UK across the Gulf. The campaign included digital advertising, with activation booths in Riyadh and at The Color Run in Jeddah, as well as outdoor advertising in Dubai on tram carriages and in the station.





Love is GREAT, Taiwan

Led by the Head of Mission of Taipei, the British team participated in the 2019 Taipei Pride Parade, celebrating the passage of Taiwan's marriage equality law in May and promoting British LGBTQ+ values with Love is GREAT branding. Around 200,000 people from all over the world walked together at the largest scale Pride in Asia.

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Education is GREAT, Oman

More than 150 UK graduates attended the British Council's Oman UK Alumni network event. Speakers included HRH Sayyida Mayya Al Said, Sulaiman bin Hamed Al Harthy and entrepreneur Sharifa Al Barami who shared their experiences of managing their careers.





Business is GREAT, Mauritius

UK training providers were invited to a FinTech trade mission organised by DIT, offering support on skills shortages brought by advancements in blockchain and AI and to strengthen relationships between Mauritian and UK businesses.



British Embassy
Riyadh

www.great.gov.uk

SPORT
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Sport is GREAT, Saudi Arabia

Anthony Joshua reclaimed his heavyweight titles at a dramatic rematch with Andy Ruiz Jr.
Anthony gave advice to young men and women in Saudi Arabia who want to become professional boxers in the future.

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INNOVATION IS **GREAT**

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on Day



Department for
International Trade



Innovation is GREAT, Brazil

As part of Innovation Day for the automotive industry, British companies exhibited innovative technology focusing on cybersecurity and autonomous vehicles. The event was supported by social media channels and a media display campaign generating a boost in registrations and awareness.

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THAT'S

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