

Oxford Brookes University &
UK Trade and Investment

India Trade Mission (Chennai and Delhi) – 2-10 February 2008

The **Oxford International Centre for Publishing Studies** at Brookes (OICPS) and **UK Trade and Investment** are combining their considerable experience and expertise to organize a Trade Mission to India in February 2008. All publishers are welcome, but the Mission is specifically intended to help small and medium sized publishers create relevant contacts and do business in India. The OICPS and UKti-organised India Trade Mission will enable publishers to take part in:

- ❖ **The Delhi Book Fair**
- ❖ **Orientation events in Chennai and Delhi**
- ❖ **A networking reception at the High Commission, Delhi**
- ❖ **Organised visits to publishers, distributors and suppliers in Chennai and Delhi**

The publishing market in India is valued at over £1bn and in volume terms it is the third largest in the world. Strong sectors include education and trade publishing, and 40% of titles are published in English, providing an attractive market opportunity for UK publishers. The mission will visit Chennai and Delhi, and will include meetings with key representatives of the Indian publishing industry. There will be time in the itinerary for individual meetings, alongside organised group activities. Briefings before the trip will provide preliminary information about the Indian market, and relevant cultural information.

The fee is £1750 (includes all flights, accommodation and specialist support). The mission is open to all companies, but successful applicants that are recognised as SMEs from the South-East region¹ will be eligible for a travel support grant of £550, provided by UKti, making the actual cost to those companies only £1200.

Find out more

If you are interested in finding out more, please contact Jane Thurgood, Business Development Manager, j.thurgood@brookes.ac.uk and register for our India Trade Mission evening starting at 5pm on Wednesday 12th September: an opportunity to meet the organizers and hear some experiences from previous trade missions over a glass of wine. Please register by 31 August if you intend to come along.

¹ Berkshire, Buckinghamshire, Hampshire, the Isle of Wight, Kent, Oxfordshire, Surrey, East and West Sussex