



2017/18 Northern Powerhouse Mission Program

| Location | Event | Sector | Date | Lead Region | Rationale |
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| San Francisco, USA | Mission | Tech & Med Tech | September 24 th – 28 th | NW | Partnership with IoD and Virgin Atlantic utilising new Manchester-San Fran direct flight. Will be a follow up mission to event in March 2017 launched by Greg Hands. Linked to High Value Campaign -USA Digital Economy. ITA Lead: Karl Susol Karl.susol@tradenw.org 07730 211630 |
| Netherlands | Starter Mission | Consumer Retail | October 3 rd – 6 th | Y&H | Starter mission primarily for new and less experienced exporters, with a support programme that includes briefing, training and matchmaking. ITA Lead: Duncan Slater duncan.slater@mobile.trade.gov.uk 07881 266270 |
| Cologne, Germany | Anuga Starter Mission | Food & Drink | October 8 th – 10 th tbc | NW | Starter mission primarily for new and less experienced exporters, with a support programme that includes briefing, training and matchmaking, focused on group visit to Anuga trade show (on DIT Core Events list). ITA Lead: Lynne Gillen lynne.gillen@tradenw.org 07966 560642 |
| Singapore/ Malaysia | Mission | Technology | October 8 th – 12 th | NW | Building on first ever NPH mission in 2015 with 60 delegates, led by SoS and timed to coincide with PM SE Asia mission. Linked to High Value Campaign – Malaysia Technology ITA Lead: Philomena Chen Philomena.Chen@tradenw.org 07764 836919 |



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| Dusseldorf, Germany | Starter Mission | Creative | November tbc | NE | <p>Starter mission primarily for new and less experienced exporters, with a support programme that includes briefing, training and matchmaking.</p> <p>ITA Lead: Maria Dotsch maria.dotsch@mobile.trade.gov.uk 0788 580 5735</p> |
| Los Angeles USA | American Film Market | Creative | November 1 st – 8 th | NW | <p>Follow up to successful 17 company NPH delegation to AFM in 2016. NPH delegation linked to High Value Campaign - USA Creative Industries</p> <p>ITA Lead: Karen Holden Karen.holden@tradenw.org 07753 984517</p> |
| China | FHC Shanghai | Manufacturing | November 11 th – 19 th | NW / NE (joint) | <p>First NPH delegation to premier catering and hotel equipment trade show in China (on DIT Core Events list). Linked to High Value Campaign – China Food & Drink</p> <p>NW ITA Lead: Penny Wang-Orme Penny.wang-orme@tradenw.org 07717 447292</p> <p>NE ITA Lead: Chris Jewitt</p> |
| Dusseldorf Germany | Medica | Life Science | November 13 th – 16 th | Y&H | <p>In partnership with Medilink, NPH delegation to Medica in Germany; the premier sector trade show internationally, and on DIT Core Events list.</p> <p>ITA Lead: Tom Elliot t.elliott@medilink.co.uk 07772 519525</p> |
| Warsaw Poland | Starter Mission | Advanced Manufacturing | November 19 th – 22 nd | Y&H | <p>Starter mission primarily for new and less experienced exporters, with a support programme that includes briefing, training and matchmaking.</p> <p>ITA Lead: Duncan Hoyland</p> |



2017/18 Northern Powerhouse Mission Program

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| duncan.hoyland@mobile.trade.gov.uk 07500 082586 | | | | | |
| Boston, USA | Mission | Digital | November 25 th – 1 st | NE | NPH delegation linked to two High Value Campaigns. USA Creative Industries and also USA Digital Economy. ITA Lead: Simon Crosby Simon.Crosby@mobile.trade.gov.uk – 07968 428121 |
| Paris, France | Maison & Object Exhibition Starter Mission | Consumer Retail | January between 19 th - 23 rd tbc | NE | Starter mission primarily for new and less experienced exporters, with a support programme that includes briefing, training and matchmaking. ITA Lead: Sue Beverley Sue.Beverley@mobile.trade.gov.uk - 07966222258 |
| UAE | Arab Health | Life Science | January 29 th – 1 st | Y&H | Follow up NPH delegation to pre-eminent international life sciences trade show, on DIT Core Events list, and building on 58 company mission in 2017. ITA Lead: Tom Elliot t.elliott@medilink.co.uk 07772 519525 |
| India | Nasscom | Technology | February tbc 15-17 trade show dates | NW | First NPH delegation to Nasscom, on DIT Core Events list and linked to High Value Campaign. ITA Lead: Barbara Singleton Barbara.singleton@tradenw.org 07764 836947 |
| UAE | Gulfood | Food & drink | February tbc 18-22 trade show dates | Y&H | Delegation to Gulfood (on DIT Core Events List), building on successful NPH mission in 2017 with 37 companies. ITA Lead: Eve Husband eve.husband@mobile.trade.gov.uk 07740 835795 |
| South Korea | Mission | Digital & Creative | Feb / March | NE | NPH delegation linked to HVC South Korea. |



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| tbc | | | | | |
| ITA Lead: John Holmes-Carrington john.h-carrington@mobile.trade.gov.uk 07843 069521 | | | | | |
| USA | SxSW | Digital & Creative | March 9 th – 18 th | Y&H | Follow up to NPH delegation in 2017, with 36 delegates. On DIT Core Events list and links to High Value Campaign, USA Creative Industry. |
| ITA Lead: Jo Hubbard jo.hubbard@mobile.trade.gov.uk 07500 082589 | | | | | |

Trade show dates have been included for reference only where precise visit dates are yet to be confirmed, but should encompass some of if not all of the day's outlines of the trade shows.