

CONSIDERING SPAIN?

A MAJOR INTERNATIONAL TRADE AND INVESTMENT PARTNER

CREATIVE INDUSTRIES IN THE SPANISH MARKET

For companies that want to raise their game

Creative Industries in Spain are an emerging market that looks to the UK as a lead country as both an established innovator and as a good international marketer of its creative success. Audio-visual & multimedia, museums, performing arts and design (fashion, textiles and Industrial) are all expanding sectors that would welcome partnerships and growth with UK businesses. Currently, imports exceed exports in Creative Industries in Spain.

Design, a strong Spanish area, has strong roots in Madrid and Cataluña. In fact, Spanish design quality and output has grown over the last few years, due both to new technologies available and new skills and courses being offered. Courses tend to be of high quality and reasonably priced, compared to similar training in other markets.

A number of major British architects are well established in Spain. Norman Foster designed Bilbao's metro system, a bodega, and the Puerta de America Hotel in Madrid; Richard Rogers is responsible for the stunning design of the new Terminal 4 at Madrid's Barajas airport, and David Chipperfield was lead architect for the America's Cup Building in Valencia and the Ciudad de la Justicia in Barcelona.

Top-end retail brands such as Burberry's, Karen Millen, Episode, Hackett, Barbour and Church's shoes also have extensive and popular operations in Spain.



Kumi Saito ©

The creative industries sector in Spain employs over **500,000** people

KEY FACTS

- 70 per cent of Spanish companies claim to include design angle as part of their strategy and are starting to consider design as an investment opportunity rather than an expense.
- The value of the creative industries sector in Spain is estimated at 3 per cent of GDP and employs over 500,000 people.
- Within this, the main categories are books and press, representing 43 per cent of the sector, followed by audiovisual and multimedia, representing 33 per cent.

WHY SPAIN?

- **Strong government support.** the Ministry of Science and Innovation promotes and invests in design businesses. The Department for Design & Innovation Development (DDI) has recently signed an agreement with a Spanish bank to finance Spanish SMEs, with €100 million going toward design projects.
- 51.3 per cent of Spanish companies said that design has helped them with their annual turnover, while 53.6 per cent said that it helped them with their productivity. (*)

WHY SPAIN? (continued)

- **Film.** The Spanish film industry is highly subsidised and receives low interest loans from the Film Institute and from the Spanish Official Credit Institute (ICO), as well as 5 per cent from the television channels. There are more than 200 small film producers who release one film per year and 10 that produce four per year (self-produced or in partnership with others). Although American films dominate the market, the UK is the preferred co-production partner.
- **Fashion and Textiles.** Top-end designers from all over the world have a presence in Spain. Design schools are also becoming important but St Martins and Parson's remain icons for Spaniards. Madrid Fashion Week is the fashion sector trade fair. There is room for well-known British brands in Spain.
- **Furniture design.** There is a significant amount of manufacturing in Spain, but the UK is regarded as a trend-setter in this sector. The main trade fair in Spain is Feria del Mueble in Valencia.
- **Design (branding, graphics, packaging).** UK design style and technique are very highly regarded. There are good opportunities in this sub-sector in Spain, especially after the appearance of new design trade organisations, such as DIMAD (Madrid Design Centre), which bring together designers and professionals.
- **TV and other entertainment.** In 2007, advertising represented up to 50 per cent of the television industry's income, with an additional 20 per cent coming from TV viewers and 3 per cent from pay-per-view. State television received 17 per cent of available subsidies. Sitges and San Sebastian's film festivals are the main trade events in this sector. BBC and Granada have successfully entered the Spanish market.
- **Advertising.** The main players in the market are multinational companies such as McCann Erickson, Young & Rubicam and BBDO.
- **Auction houses, museums, galleries, art and antiques.** There is scope for opportunities in this sub-sector, Spaniards are specially keen on auctions. The main auction houses, including Christies, Sothebys and Bonhams, are all represented in this market, and most have their own premises.
- **Performing Arts.** The British Council are heavily involved in this field (www.britishcouncil.org)

(*) *Department for Design & Innovation Development (DDI) report 2009: www.ddi.es*

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WHY UKTI?

UKTI experience in industry and in the private sector, and links with key industry sectors makes us the best provider of business advice that can help your business to grow.

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