

# LONDON & PARTNERS

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MAYOR'S INTERNATIONAL  
BUSINESS PROGRAMME

# Creative Virtual Trade Mission to Germany

22-24 September 2020





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## Welcome

I am delighted that some of London's most innovative creative sector companies will be exploring new business opportunities on this virtual trade mission to Germany.

At the top of our delegates' agenda this year is, of course, DMEXCO – the annual trade fair for the digital marketing and advertising sectors. Hosted in Cologne since 2009, the trade show will be entirely digital for the first time this year, bringing together industry leaders, media professionals and tech pioneers through a series of interactive seminars, debates and exhibitions outlining the future of the digital economy.

Globally informed but locally focussed, it is the perfect launchpad for our delegates to explore not only the ecosystem at large but also the varied digital landscape of Germany itself – an interest that unites our companies as they consider, or indeed continue with, their international expansion. As we meet with key corporates, investors and business leaders as part of our fringe activity around DMEXCO, we look forward to identifying new partnerships and continuing the historic trend of creative collaboration between Germany and London.

I wish all of our delegates an insightful and productive virtual trade mission, and extend the warmest of thanks to our partners that have helped make it possible.



**Laura Citron**  
Chief Executive, London & Partners





## LONDON & PARTNERS

We are London's international trade, investment and promotion agency. It is our role to promote London internationally as a leading world city in which to visit, study, invest, grow and meet.

Our work helps achieve good growth for London and Londoners and has supported over 70,000 jobs since we were founded in 2011.

What we do:

- Foreign Direct Investment (FDI)
- Trade & Growth
- Business Tourism
- Major Events
- Leisure Tourism
- Higher Education & Talent
- London's global reputation

We focus proactively on the core markets, audiences and sectors who will bring good growth for London.

For more information, please see [londonandpartners.com](http://londonandpartners.com)



## The Mayor's International Business Programme

The Mayor's International Business Programme helps ambitious high-growth (scaleup) companies from London's technology, life sciences and urban sectors to expand their businesses internationally.

- Tailored to fit a company's specific international growth ambitions, this exclusive programme provides:
- One-to-one and one-to-many mentoring and ongoing guidance from entrepreneurs and business leaders
- Focused workshops and events that provide the opportunity to learn from expert advisers
- Live leads for specific business opportunities in North America, Europe, China and India
- The opportunity to join high-profile targeted trade missions led by our team of international business experts

For more information on the programme please visit [gotogrow.london](http://gotogrow.london)

## Meet the team



**Miriam Duche**

**Chief Representative Germany**

mducke@londonandpartners.com

**With a population of more than 80 million and more than 29 German companies in the Fortune Global 500, Germany is Europe's largest market and one of the most attractive for advertisers.**

During the last decade, the country has been known for lagging behind the revolution in digitalisation, internet use and e-commerce. However, it is quickly catching up and is set to become the go-to place for AdTech.

Since the start of the coronavirus pandemic, German consumers have taken a massive step towards embracing the opportunities of digitalisation, with e-commerce and mobile payment solutions now widely accepted and used. Germany has arrived in 2020 and will not turn back – and as companies quickly adapt and innovate, so too does their marketing of products and services. This makes it a great time for London businesses in this sector to take a closer look at what the market has to offer.

On this virtual trade mission, delegates will have the unique opportunity to meet with major brands and key players in digital business and marketing. They will also explore the breadth of the German corporate and media landscape in Bavaria, Baden-Württemberg, North Rhine-Westphalia and Berlin.

I'd like to take this opportunity to thank all our partners and delegates involved. We look forward to connecting and building long-lasting, mutually beneficial relationships during this intensive and exciting few days ahead. Have a great DMEXCO.



**Harrison Jones**

**Trade Manager (Creative & Urban Industries)**

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**Nicola Pinder**

**Principal Advisor Germany**

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**Matthias Frank**

**VP Business Development Germany**

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**Benjamin La Trobe**

**Business Development Associate**

blatrobe@londonandpartners.com







Photo by Pavel Nekoranec

## Meet our companies



**Sophia Matveeva**  
Founder & CEO

 @\_entyapp  
enty.app



Enty is a retail technology platform which connects consumers, stylists and brands. Consumers use Enty's app to discuss what to wear and buy with stylists and a community. Enty uses this insight on consumer behaviour and purchasing decisions to help brands test new products, predict trends and target the right customer. Enty's app won 'App of the Day' by Mashable, and Grazia named Enty one of the 'world's best fashion tech startups'.

### OUR OBJECTIVES

To learn when and how marketers use consumer insight to create campaigns. Marketing and advertising agencies are some of the target customers for our consumer insight reports, and we would like to find out if or how they use incumbent providers such as WGSN and Stylus.



**Leo Madden**  
New Business  
Director

exposurelondon  
@rope.exposure.net



Exposure is an independent, full-service creative communications agency with offices in London, New York, Paris and Tokyo. We have a specialist digital division of over 45 specialists, providing end-to-end creative services including: strategy, social, influencer, full-stack development, media, content creation and search. We have also been crowned More About Advertising's 'Agency of the Year'.

### OUR OBJECTIVES

To meet other like-minded digital marketing thinkers, creators and innovators, and sharing best practice examples of the latest digital trends, creative, strategy and tactics.



**Tom Smith**  
Co-Founder & Creative Director



FX Digital is an award-winning digital agency specialising in TV application development and voice application development, providing innovative solutions for brands looking to pioneer the latest technologies. We merge user-centred design with emerging and established technology to create meaningful connected experiences across TV, voice, web and mobile.



**Matt Duhig**  
Co-Founder & Managing Director

@wearefxdigital  
fxdigital.uk

OUR OBJECTIVES

To expand our client base beyond the UK and to forge relationships with companies in Germany and beyond, with brands who are interested in voice and TV platforms to push out their content to larger audiences or provide state-of-the-art branded experiences for their customer base through emerging and established technologies.



**Amy Williams**  
Founder & CEO



Good-Loop is an ethical ad platform which converts ad money into free charity donations, whilst delivering 33% higher engagement and a 45% uplift in ad recall. Every ad engagement generates a charitable donation to support global causes and, to date, the likes of Unilever, Coca-Cola and Bose have funded over £1million in global donations.

@GoodLoopHQ  
good-loop.com

OUR OBJECTIVES

To expand our global presence even further. Having launched in the US this year we are now really looking to make a much bigger impact within this market in particular and want to understand the best approach to do so given the new circumstances and challenges we are posed with, as well as a continued focus across more established markets.



**Daniel Cheetham**  
CEO & Director



Happy Finish is a creative production company dedicated to excellence in immersive storytelling. We are a team of multi-disciplined creators that combine technology and artistic flair to craft new realities.

@Happy\_Finish  
happyfinish.com

OUR OBJECTIVES

To meet with prospective clients and partners, expanding our reach in terms of bringing creative technology solutions to clients in Germany.



**Coris Leachman**  
Director



Impero is the creative agency for impatient brands. We like to challenge the status quo by thinking bigger, better and braver than the competition. We work best with brands that want to get things done and make a real impact in the world. Brands that have a healthy amount of impatience.

weareimpero  
weareimpero.com

OUR OBJECTIVES

To connect with CMOs, marketing directors, heads of marketing and brand directors who are looking for agencies to help them with brand strategy, brand activations, advertising, and 360 brand communications.



**Simon Corbett**  
CEO

@JargonPR  
jargonpr.com



Jargon PR is an award-winning small international PR agency. It delivers world-class public relations campaigns that drive business results and create brand value for clients. The agency's specialist team delivers unique IP and methodology from startups to corporates that drive awareness, engagement and sales through targeted PR campaigns.

OUR OBJECTIVES

To expand our client base of ad tech companies, both in Germany and globally; learn more about the current landscape of the ad tech industry (post-coronavirus); and to keep up-to-date with industry trends to further support our clients with engaging and topical content.



**Jack Lewis**  
Account Director

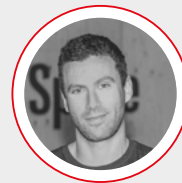
@LondonAdAgency  
londonadvertising.com



LONDON Advertising is a global communications agency based in London. We have been voted 'Agency of the Year' for six out of the last seven years. We have worked with clients on every continent and offer research, strategy, insight, advertising, content, design, digital, social, experiential and production.

OUR OBJECTIVES

To increase the awareness of LONDON as a leading agency, understand what clients are looking for in a post-covid world, and to share our experience of working internationally with brands who are looking to grow internationally.



**David Ripert**  
CEO

@wearepoplar  
poplar.studio



3D and AR experiences were once the stuff of futuristic sci-fi. But thanks to Poplar, they are fast becoming a tool for modern businesses of every size and situation. Poplar is a platform that provides 3D and AR campaigns on-demand. We activate a new generation of global 3D and AR creators and provide collaborative tools that make 3D and AR production affordable and quick for marketing and advertising. Poplar automates the 3D and AR production workflow, providing a self-service brief builder accessible to large brands, SMEs and the long tail.

OUR OBJECTIVES

To expand our business of providing AR content to advertising, marketing, media and tech companies in Germany, by providing our case studies of successful AR campaigns with top brands in fashion, retail, entertainment, food and beverage, among others.



**Ben Hookway**  
CEO

@RelativeInsight  
relativeinsight.com



Relative Insight's technology was originally designed to support law enforcement agencies identify criminals online. Today, we apply the same methods of language comparison to uncover crucial and unexpected differences in the way people talk. This then helps brands and organisations inform new strategies to engage more effectively with their audiences.

OUR OBJECTIVES

To meet brand customers who want to make more of their language data; meet agencies that implement data solutions and are interested in language data; and, finally, meet technology partner companies whose systems store language data, where we can potentially add value.





**Xaver Matt**  
Managing Director

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@7thElementLDN  
7thElement.  
agency



Fuelling digital success, propelling brands, scaling startups and growing business through creative digital performance marketing. We are a passionate and diligent group of London-based digital growth marketing experts, obsessed with making a true impact.

OUR OBJECTIVES

To develop partnerships and networks in Germany with both agencies and businesses. We want to understand the market better and look at challenges and opportunities, with the end-goal of setting up a business development unit in Germany.



**Si Brown**  
Founder & CEO

@skignz  
skignz.com



skignz is the global leader in 'Precise Location Augmented Reality' to any smartphone app that utilises location services. Our SDK/API provides any organisation or company the ability to build our unique functionality into their own platform and systems. Find people, places and things, anywhere on the planet in real-time. skignz makes AR a utility at enterprise level scale, by visualising relevant information, when and where it's required.

OUR OBJECTIVES

To discover relevant contacts in order to create partnerships with brands and organisations who have consumer-facing apps - in particular, those that already utilise location services or would be interested in introducing them and enhancing their customer experience, increasing engagement and fulfilling some of their unmet needs.



**Mary Kernohan**  
Head of Nurture

@snapdragon\_ip  
snapdragon-ip.com



SnapDragon is a brand protection company dedicated to fighting fakes online. Using clients' intellectual property rights, our software monitors the world's busiest online marketplaces for copycat goods, identifying suspect infringements for removal. Our team of multilingual brand analysts ensure that counterfeiters can be defeated; protecting innovators, businesses and customers alike.

OUR OBJECTIVES

To expand our brand reach globally by learning from and connecting with industry professionals at DMEXCO, discovering future trends in marketing, technology and business.



**Emily King**  
Commercial Director

@tugagency  
tugagency.com



Tug is a full-service digital agency, with roots in search engine marketing, which means everything we do is measurable and accountable. Our offices in London, Berlin, Sydney and Toronto mix local capabilities with international scale to drive real business advantage for our clients.

OUR OBJECTIVES

To meet potential customers, support our newest office in Berlin and continue expanding our presence in the European market.

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#LondonisOpen

