

CANNES LIONS 2022 TRADE MISSION



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EXPORT GROUP

UK ADVERTISING AT CANNES LIONS 2022

The Advertising Association, as UK representative for Cannes Lions, is planning a major campaign to celebrate the best of UK advertising at the festival this summer on the ground in Cannes. This follows on from our 2019 'Creativity is GREAT' campaign.

Our goal is to do this in the most *creative*, *sustainable* and *inclusive* way possible and demonstrate these attributes to the UK and international advertising community.

Together with the Department for International Trade, we and our partners will deliver a campaign that showcases the best work and the best companies we have to offer to buyers of advertising and marketing services from around the world.



YOU ARE INVITED TO JOIN THE UK TRADE MISSION TO CANNES LIONS, 20 TO 24 JUNE 2022

The UK trade mission to Cannes Lions will be delivered by the UK Advertising Export Group (UKAEG) in partnership with DIT to support companies to take their business global.

WHO CAN APPLY?

The trade mission is open to UK companies from across the sector; creative, e-commerce, B2B, Adtech. Production, Social, gaming, immersive, events, sports and lots more.

WHY CANNES LIONS?

Whether you are scaling quickly or just beginning to test the waters for international growth, Cannes Lions is an excellent platform for expanding your network and securing new clients.



BENEFITS OF THE TRADE MISSION

- Exclusive access to global networking events such as the Farewell Event on the Pinterest Beach and the Creativity Rocks Party on LBB Beach
- Networking event/s with Japan, South Korea, Egypt, KSA, India, Netherlands and more tba
- PR & Media coverage before, during and post event.
- Feature your company in the Trade Mission brochure and Cannes Lions hub
- Inside track on what to do and where to go to get the most out of Cannes Lions
- Access to LBB beach and facilities for meetings (Tues – Fri)
- Company profile and case studies on UKAEG search and selection tool.



Trade mission schedule to date

	Monday	Tuesday Access to LBB beach- All day	Wednesday Access to LBB beach- All day	Thursday Access to LBB beach- All day
Morning (10am – 1pm)	Trade mission companies arrive to Cannes.	Networking Breakfast – 11am AdNet Zero event – 11.30am Invite to attend and access to Dentsu beach.	Roundtable with PWC – 10am	All In event – 11am Invite to attend
Afternoon (1pm – 5pm)	Welcome tour – 2pm Welcome drinks & networking – 3pm Google beach feat. global clients and their guestlist.	East Meets West- 3pm Exclusive Networking Event w/guests from Japan, S.Korea, Eygpt. PRCA Roof Terrace	Roundtable with Campaign – 12.30pm Networking drinks – 2pm (Trade mission filming)	UK Advertising Farewell Event, Pinterest Beach – 5pm
Evening (5pm till late)	Trade mission dinner w/networking & Guest speaker	Happy Hour drinks at LBB Beach – 4pm India-UK Networking Event – 5pm Effectiveness Vs efficiency w/ The Time President. (speaker opp) UK Advertising/GREAT Party – 9pm till late. LBB Beach	Happy Hour drinks at LBB Beach – 4pm UK – Netherlands networking event – 5pm	Happy Hour drinks at LBB Beach – 4pm

HOW TO APPLY

We are now accepting applications to join the trade mission and are confident that this will be a great business experience that will help all delegates secure new business relationships, gain valuable insights into future opportunities and ideas.

DEADLINE - 12 MAY 2022

[APPLY HERE](#)

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Events held in
2019 as part of
the UK
Advertising at
Cannes Lions
Campaign



