



PRESS RELEASE

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SBID LAUNCHES FIRST UK PAVILION WITH THE DEPARTMENT OF INTERNATIONAL TRADE (DIT)

The Society of British and International Design (SBID) launched the first UK pavilion for interior design with the Department of International Trade (DIT) and Overseas Fairs Division at the international flooring tradeshow Domotex 2017.

The initiative follows the DIT commitment to improving UK trade internationally. With focus on the creative industries, it aims to pioneer as a platform to promote the goods and services of British businesses worldwide. SBID played a principal role in consulting Overseas Fairs Division and the Department of International Trade on behalf of interior design and will be at the forefront of the development of future pavilions hosting trade receptions for the interior design industry.

A representative from Overseas Fairs said *“This was the first year we had an official UK pavilion at Domotex and we supported UK manufacturers and suppliers from all sectors within the floor coverings. A vast number of export enquiries were taken at the show by companies and the stand was an excellent networking platform”*.

The government endorsed initiative will bring multiple benefits for participating exhibitors and SBID members, including unparalleled networking, advice and business support as well as the opportunity to apply for financial support to be part of the stand. UK businesses trading overseas are eligible and can get involved or find out more about the next pavilion by contacting the SBID.

SBID's primary objective is the continued development of the profession of interior design at the highest level of competence.

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About SBID (Society of British International Design)

The Society of British and International Design (SBID) is the professional accrediting organisation for the interior design industry in the UK supporting the interests of interior designers and manufacturers by guiding and measuring the profession's trading standards through practice, competence and education.

As the sole British representative to the [European Council of Interior Architects \(ECIA\)](#), their objective is to promote the profession at the highest level of competence to provide unrivalled consumer protection and in doing so create a clear separation between professionals and hobbyists. The organisation supports professionally accredited interior design professionals locally, nationally and internationally reaching a global network of over 224,000 industry stakeholders.

About DIT (Department of International Trade)

The Department for International Trade is the UK Government department working with businesses based in the United Kingdom to assist their success in international markets, and with overseas investors looking to the UK as an investment destination. The department is responsible for developing, coordinating and delivering a new trade and investment policy to promote UK business across the globe; developing and negotiating free trade agreements and market access deals with non-EU countries and providing operational support for exports and facilitating inward and outward investment.

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