

Do you want your business to grow internationally?

UK Trade & Investment (UKTI) is here to help – We've got the answers

Perhaps you've had some experience with international trade before, or maybe it's completely new territory for you and your business? Whatever your position, UKTI has the experience and expertise to help. As well as vital information and advice, UKTI can offer a range of practical support and services to help turn your international ambitions into reality.

Passport to Export

A comprehensive package of support for businesses **new to exporting**

- An export 'health check' of your business
- In depth export advice
- Quality training
- Help with market visits
- Ongoing support and mentoring from a dedicated International Trade Adviser

Overseas Market Introduction Service

Helping you make a strong impression overseas

UKTI has a unique network of experienced business experts in embassies and consulates throughout the world ready to help ambitious companies get the best results from international trade. Our Overseas Market Introduction Service puts you in touch with these experts who can give focused business advice and help co-ordinate the logistics involved. The most important thing is its flexibility, allowing you to tailor the range of services – including sales leads, market research and practical advice – to suit your business.

We can help you:

- Investigate the market
- Research competition and legislation details
- Draw up market entry strategies and locate potential partners
- Arrange appointments with key players
- Organise promotional events and seminars

Export Marketing Research Scheme

With international business, it's best to look before you leap

Need to find out a bit more about a new overseas market before you make any big decisions? We can help. We can support your business with overseas market research before you set up, or develop, export trading. You will feel more confident about those vital details, from supply and demand, to investment and pricing and give your overseas ventures the best chance of success.

Project Types and level of support

- | | |
|---------------------------------|-----------------|
| • In house research visit | 50% of expenses |
| • Agency in market research | 50% of invoice |
| • Off the shelf research report | 33% of cost |
| • Agency desk research | 33% of invoice |

Market Visit Support

Overseas trading – see it for yourself

If your company is in the early stages of exporting products or services, UKTI can help you get to know your new markets the best way possible – by visiting them. You'll get support from your International Trade Adviser and benefit from the 'local knowledge' of the British Embassy or Consulate – before, during and after your visit. But Market Visit Support isn't just about a single trip – your visit will form part of your overall market development strategy and we can work with you to design that strategy.

Tradeshow Access Programme

Why not show off what you can offer?

If you're looking for a way into a new market, UKTI are the people to talk to. Tradeshows offer a great way to meet new customers, launch new products and assess the competition. In addition we can help you make the most of exhibiting and provide financial support along the way.

The Tradeshow Access Programme is all about getting a taste of your chosen market, in a way that best suits your business. Companies looking to exhibit at international shows can do so **as part of a UK group** – making them eligible for financial assistance. You could also get support from an Accredited Trade Organisation (ATO). It's worth remembering that UKTI's presence at an exhibition can really raise the profile of your company.

You can also opt for **Solo Support** which offers you the chance to visit tradeshows specific to your business, but which don't fall within the overall tradeshow programme supported by UKTI.

Export Communications Review

How to make the right impression overseas

The Export Communications Review offers expert advice designed to help your business overcome any cultural or language barriers that could be holding back your potential for overseas success. One of our consultants will visit you to talk about how you currently interact with overseas markets and where you could make improvements. You will then be provided with a detailed, targeted report outlining costings and recommendations for making your communications as effective as possible.

This can include an assessment of your website or your promotional literature etc.

Gateway to Global Growth

For companies wanting to "grow" their overseas business

If your company has between two and ten years' experience in international trade and wants to make more of the opportunities, Gateway to Global Growth can offer you dedicated, intensive support tailored to suit your business.

A specialist International Trade Adviser will work with you to design a 12-month action plan giving you access to a range of services and support connecting you to experts in export logistics, international marketing, translation, joint ventures, mergers and acquisitions and technology and communication.

Contact your local International Trade Team on 0845 60 60 969
Or e-mail us: enquiries@uktisouthwest.org or visit: www.uktisouthwest.org