

UKTI Services Presentation

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Why Export?

Business benefits

Exporting can allow companies to:

- 1 Achieve levels of growth not possible domestically.**
- 2 Increase the resilience of revenues and profits.**
- 3 Spread business risk.**
- 4 Achieve economies of scale not possible domestically.**
- 5 Increase the commercial lifespan of products and services.**
- 6 Increase the returns on investment in R&D.**
- 7 Improve financial performance.**
- 8 Improve productivity.**
- 9 Boost their profile and recognition internationally.**

Where to Export?



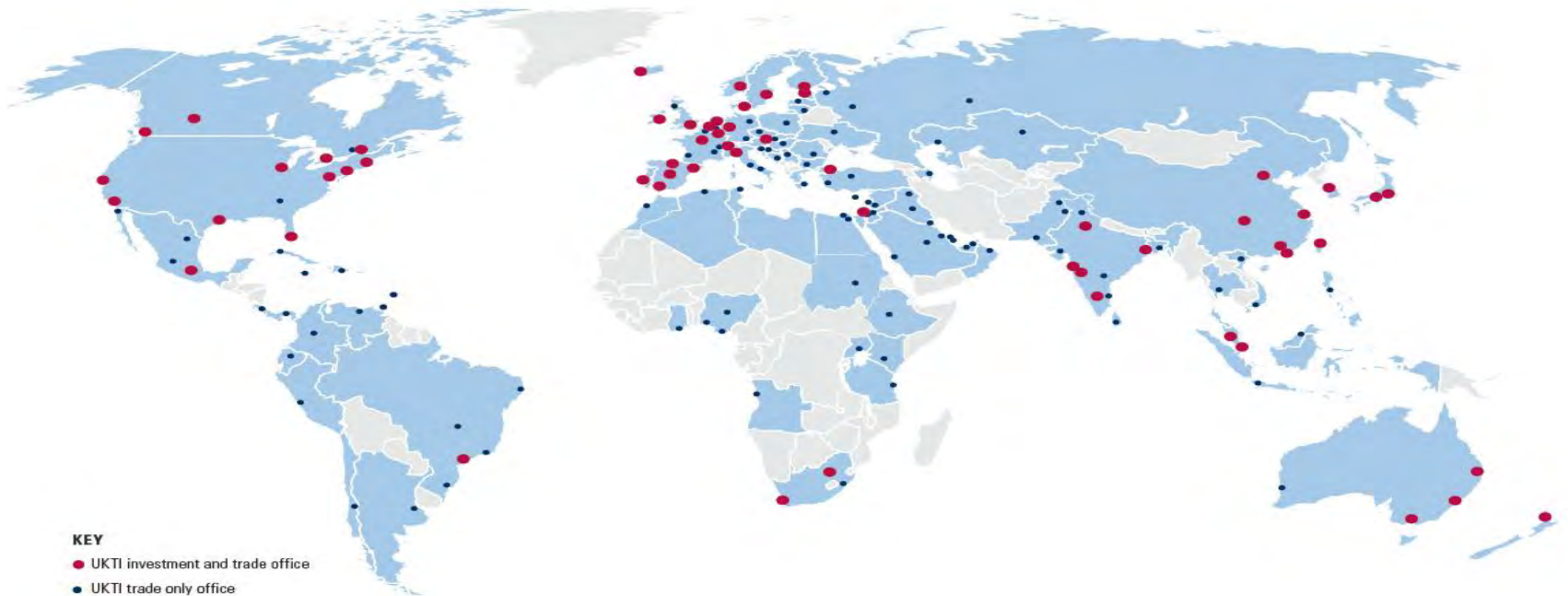
Where to Export? – Rise to Power of Emerging Economies

- Brazil, Russia, India, China, South Africa
 - Significant influence on regional & global affairs.
 - Developing & very large (one third of the world's population)
 - Newly Industrialised.
- Mexico, Indonesia, South Korea, Turkey,.
 - Sophisticated financial systems.
 - Controlled inflation.
 - Soaring young population.
 - Possessed of natural resources.

UKTI Worldwide



OUR GLOBAL NETWORK



UKTI Overview

- 2,400 staff
- 1,300 overseas
- 99 UK Embassies, High Commissions, Consulates and Trade Offices.
- 400 Advisers and support staff in nine English regions.
- 30 Advisers in the North West with experience to help you.

Some Key Facts

- For every £1 that UKTI spends, £22 is generated for the UK economy.
- UKTI's estimated total financial benefit to businesses across all trade services was around £6 billion last year, up from £5 billion the previous year.
- This additional profit has helped generate more than 126,000 jobs in the UK.
- Over 3,000 companies increased R&D activity in the UK as a result of UKTI support.
- UKTI assisted 24,400 companies to exploit opportunities in overseas markets over a 12 month period.

Passport to Export

- **International Trade Review**
Provides a detailed analysis of company position, staff, skills, physical resource, cash.
- **Action Plan**
Based on the findings from the review, along with inputs from two day course; SMART targets; export proposition.
- **Up to £1,000 matched-funding** to implement Action Plan - can be used for export development costs such as research, visits, marketing, translation etc.
- **International Trade Adviser (ITA) support**
For 12 months.

Gateway to Global Growth

- **International Trade Review**
Provides a detailed analysis of company position, staff, skills, physical resource, cash, existing export markets, new opportunities
- **Action Plan**
Based on the findings from the review, SMART targets, six export master classes, export proposition.
- **Help and advice** to implement Export Action Plan.
- **International Trade Adviser (ITA) support**
Key account management for 12 months.

Overseas Market introduction Service (OMIS)

- Tailored market research and contacts from overseas specialists.
- Cost from £500.
- Highly flexible service to suit market entry strategy, for example:
 - Simple market suitability snapshot.
 - Assistance with trade magazines/gaining editorial content.
 - Warmed contacts lists with gauged interest and comments.
 - Market visit support – arranging meetings, hotels, resources.
 - Invitations and hosting marketing events, launches etc.

Business Development Clinics

- One-to-one meetings in UK with overseas sector specialists.

Export Market Research Scheme

- Research how best to deliver products/services.
- Develop successful market entry strategy.
- Revise existing presence to increase interest and sales.
- Up to 50% funding may be available for in-house research.
- Up to 33% funding may be available for off the shelf reports.
- Research for success and avoid costly errors and pitfalls.

Export Communications Review

- Raise your international profile.
- Language and international communication review.
- How do overseas buyers view your company?
- Provides realistic, objective advice and recommendations.
- Advice on international websites.
- Subsidised cost of £250 (+VAT on £500) for two day review.

Tradeshaw Access Programme (TAP) & Market Visits

- From £1,250 to £2,500 funding for overseas exhibitions attended with an ATO (Accredited Trade Organisation)
- **Visits to markets** led by experienced ITAs plus support of overseas post while in market. Doing Business in....” cultural workshops in preparation.
- In-market reception to meet buyers and relevant contacts.
- Grants/funding may be available.

Master Classes, Training & Workshops

- Building Business with Agents and Distributors & International Partners.
- Your Export Strategy and the Internet.
- Researching Export Markets.
- Intellectual Property.
- “Winning Business in...” cultural workshops – often followed by a market visit.
- “Going Global” events.
- “Meet the Buyer” events.

Adviser (ITA) Network

- Advisers have successful track record of exporting.
- Sector specialists.
- Market/Region specialists.
- Activity specialists – marketing, JVs, agents...
- Language, experience and knowledge network.
- Practical, realistic, useable resources.
- ‘Solutions for Business’.

UKTI Services Overview

For more information contact:

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Thank You

