

International Trade

Helping you succeed in a global market



Access new markets... Improve productivity... Grow your Business

Our local International Trade Team will add value to your business in the following ways:

- Professional and impartial advice
- Help with developing successful international strategies
- In-depth knowledge of your target market
- In-market help & support from commercial specialists at British Embassies around the world
- Sector-specific expertise
- Business opportunities
- Networking opportunities at home and abroad
- Full support to win in a global market

UK Trade & Investment's customised business support services provide an outstanding return on investment

International trade is vital to our economy. The UK is the world's fourth largest exporter and second largest overseas investor with UK firms amongst the world's most successful.

The strength of our economy depends on the continued success of companies who seek new opportunities abroad. The East of England is a major contributor to the UK's total exports. Just two per cent of our region's companies generate over ten per cent of the UK export trade total annually.

In partnership with



Developing your International Trade Potential

Passport to Export – Starting to grow your business overseas. Companies new to exporting can take advantage of:

- An international business review
- Help in producing a successful export plan
- Ongoing support and advice from a dedicated International Trade Adviser

Gateway to Global Growth – Taking your international business further. Help for experienced exporters to identify how to take your international strategy to the next level.

Export Communications Review – Improve your communications with global clients and maximise your competitiveness in non-English speaking markets. With advice on language and culture to help you develop effective communication strategies we can help you succeed.

Accessing International Markets

www.uktradeinvest.gov.uk – Register for FREE to access valuable:

- Market and sector analysis, contacts and events
- Business Opportunities – match your interests with international prospects to receive qualified opportunities from around the world via email

Export Marketing Research Scheme (EMRS) – Help to research new export markets and develop the right export strategy is the key to success. Receive grants of up to 50% of your international market research costs through EMRS.

Overseas Market Introduction Service (OMIS) – Using our international knowledge for your international success. Profit from the market intelligence of overseas trade specialists based in British Embassies, Consulates and High Commissions around the world. They can assist you with:

- Market research
- Identifying the right routes to market
- Advice on the local business culture
- In-market visit support
- Personal introductions to potential clients/agents
- Using Embassy facilities for product launches and events

Market Visit Support – Expert help and support enabling you to make the most of visiting new markets.

Trade Show Access Programme – Helping you win new business from overseas trade shows with the help of funding to exhibit, either independently or as part of an organised group.

Inward Missions & Meet the Buyer events – Meet key overseas players without leaving the UK.

The services of UK Trade & Investment are subject to availability and eligibility, and may change from time to time.

“ We started the Passport to Export scheme this year as we wanted to look at exporting in an aggressive way. It has helped provide us with expertise, knowledge and contacts which we could not have found on our own. When you look around at what is available, you quickly realise who can help and who cannot and I have been very impressed with the services on offer from UKTI.”

Dr Yoge Patel, Managing Director,
Bluebear Systems Research

“ We thought we had a unique product and there was an opportunity in Russia. It was suggested we use the Overseas Market Introduction Service (OMIS) to investigate this market. When we compared this against what private companies were offering to carry out some market research, it was a no brainer. The private companies were charging two to three times the price. We were very happy with the results from OMIS especially as we were quite specific about what we were looking for.”

Mark Dawes, Export Manager,
Trox UK

“ International Trade advisers helped us look at the different options available and UKTI carried out research for us into the Chinese market. I was very surprised about how much help and advice you get from UKTI especially considering that it doesn't cost as much as you would expect.”

Ben Sinclair, Sales and Marketing Director,
Klub Group

“ Without the help we received, it would have been impossible to simply turn up or cold-call in the Middle East. We have had a lot of support and we have realised that there is help and funding available. I would certainly encourage other companies to look at the benefits of exporting.”

Pamela Linger, Finance Director,
Pelican Studios

For more information, contact your local International Trade team:

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www.ukti.gov.uk



UK Trade & Investment is the government organisation that helps UK-based companies succeed in the global economy.