



GUIDE TO OUR SERVICES

Helping companies win business overseas...

We offer a range of services and activities to help you trade successfully overseas. You can benefit from impartial and tailored advice and guidance from our experienced and locally based International Trade Advisers. You could also benefit from the local knowledge of our network of Market Experts based at Embassies around the world. Our key services are listed on this flyer.

Advice and Support Passport to Export

A 12-18 month flexible programme designed to help new and inexperienced exporters to understand and target international customers. The package includes an Export Strategy Workshop, additional subsidised training, a full diagnostic and development of an export action plan, advice and guidance from an experienced International Trade Adviser (ITA), access to a whole range of UK Trade & Investment (UKTI) services and up to £1,000 of matched funding to help you implement your export plans in agreement with your ITA.

Gateway to Global Growth

UKTI also offers more experienced exporters a programme that provides an extensive range of guidance and support to help expand your international business further. The Gateway programme, as with Passport to Export, includes tailored one to one advice from an experienced International Trade Adviser (ITA) over a 12 month period. This support is entirely driven by your business needs and could include skills development, help to identify new market opportunities as well as providing funding and in-market support. Gateway also provides access to sector and market specialists, as well as experts covering wider business issues from within UKTI's partner network coupled with the opportunity to connect with businesses with complementary goods and services or technologies.

Language and International Communication

An initial half-day review, which helps exporters to evaluate the way they present themselves and communicate with overseas customers. At a subsidised cost, the review provides objective advice on all methods of communication and makes practical recommendations, taking into account language and cultural issues.

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Information and Opportunities

International Information

A wealth of information and contacts for worldwide markets is available on the national website www.ukti.gov.uk. By registering on the portal, you will have access to a wide range of sector and market reports, general country information, details of exhibitions and market visits supported by UKTI, and contacts around the world. The website also offers you the chance to register for Business Opportunities – free sales leads fed into the system by Trade and Investment Offices around the world – and which you tailor so as to receive only those relevant to your business.

Market Research

One of our most popular services, the Overseas Market Introduction Service (OMIS) is a flexible, tailor-made service. It enables exporters to request a variety of information ranging from a market analysis, help with identifying the best route to market entry, the identification and 'warming up' of potential business contacts, and overseas programme arranging. This is a chargeable but subsidised service, with levels from five hundred to several thousand pounds according to the amount of time spent on the work. A workplan and charging level is agreed in advance. Another way of developing an entry strategy for a new overseas market is to use the Export Marketing Research Scheme (EMRS).

This involves the systematic and objective collection of information through an overseas visit to the market, prior to market entry, and some financial assistance is available to eligible companies.

Making it Happen

Events and Training

UKTI South East runs a large number of events and training workshops throughout the year. Subjects range from country focussed briefings to workshops on particular topics such as internationalising your website or successfully exhibiting overseas. For further information go to our regional website at www.uktisoutheast.com/events. New dates are added each quarter.

Exhibition Support

UKTI provides support through its Tradeshow Access Programme, to groups of UK companies travelling abroad with accredited trade organisations such as trade associations or chambers of commerce, including a grant of up to £1,800 towards stand costs. In some circumstances you may also be able to attend trade shows on an independent basis and receive a grant of £1,000.

Market Visits

A number of group visits are organised throughout the year to destinations all over the world. There is usually a briefing and reception in the market and the groups are always led by experienced International Trade Advisers. Some companies may be eligible for a grant which will be paid on their return to the UK. For further information go to our regional website at www.uktisoutheast.com/marketvisits

All the above services are subject to eligibility criteria. If you would like a free meeting with an International Trade Adviser or more information about our services, please contact our International Services Team, details below. We reserve the right to alter the details of any product or service offered without prior notice. March 2011

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