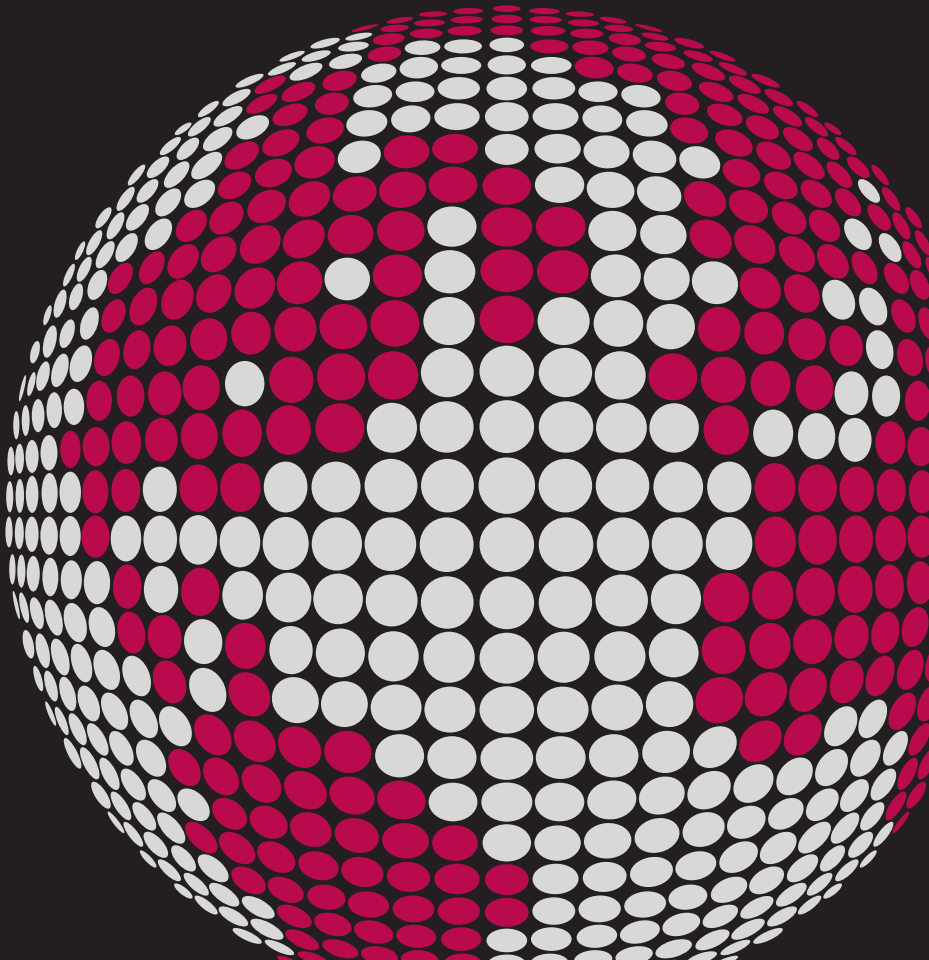




Grow Your Business Globally



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For general enquiries about doing business overseas and for further information visit www.ukti.gov.uk or email enquiries@ukti.rto.co.uk. Alternatively call the International Trade Hotline on 0845 05 05 054

Introduction

The UK is a world-class location for international business. Its dynamic and diversified economy and unique combination of success, confidence, innovation, quality and ambition make it a truly global economic powerhouse. Competition in the world on international trade is increasingly fierce and we are experiencing an era of change, new opportunities and economic turbulence. The UK is embracing these new challenges and cementing its position as a world leader.

UK Trade & Investment (UKTI) can help you take advantage of these opportunities. As the UK Government's international business development organisation, working in close partnership with the English Regional Development Agencies and the Devolved Administrations in Scotland, Wales and Northern Ireland, we can give you the support that you need to help your business grow and prosper.

Innovative, professional, entrepreneurial and customer-focused, no other organisation is better equipped to support globally minded companies, both big and small, saving them valuable time and money in the process.

Let us help you be the best.

Why Export?

Exporting offers an opportunity for your company to benefit in all areas of business.

Financially you can increase your turnover and command tighter margins, creating a solid foundation for your business to build upon in the future.

Strategically exporting will ease your dependence on domestic markets allowing you to sell in larger volumes, to economies of different scales.

Operationally it will expose you to new management practices, new product and marketing ideas as well as providing you with a highly-skilled workforce.

Companies that export:

- improve their productivity
- achieve levels of growth not possible domestically
- increase the resilience of their revenues and profits
- increase the commercial lifespan of their products and services
- increase the returns on their investment in R&D
- improve their financial performance.

About Us

In today's complex marketplace, international business decisions need to be based on trusted experts and sources. UK Trade & Investment's extensive global network gives you that assurance and offers you a wide range of support.

UKTI's services assist companies with tailored training, planning and support to help them prepare to succeed overseas. Getting started in international trade can be tough – there's a lot to learn and often a lot at stake. That's why it helps to have top-quality, cost-effective advice and support.



Whatever your size and level of experience and wherever in the world you want to sell, talking to UKTI is one of the best moves your business can make.

We'll help you research overseas markets, gain the necessary international trade skills, identify opportunities and turn them into real business.

Deciding where to locate your international business is often a long and involved process. It is UKTI's job to know the UK's strengths and where investment opportunities exist.

So if you want to grow your business globally and grow faster, get the export advantage with UK Trade & Investment.

Advice and Support

Tailored, experienced impartial advice to maximise your chances of overseas success.

Expert Guidance

Our [International Trade Advisers](#) (ITAs) are a great source of knowledge and can help you make important decisions that will benefit your business. An ITA will provide professional advice on a range of our services, including financial subsidies, export documentation, contacts in overseas markets, overseas visits, e-commerce, export training and market research.

Passport to Export

This in depth package of support is tailored to help small or medium businesses in the North East find the perfect way to start exporting for the first time.

Passport to Export is an assessment and skills based programme that provides new and inexperienced exporters with the training and ongoing support they need to succeed overseas.

It is a structured yet flexible programme which most companies complete within 12 months.

The programme provides a variety of services, including:

- access to 'business opportunities'
- allocation of an assigned [International Trade Adviser \(ITA\)](#)
- a detailed International Business Review
- a one day 'Introduction to Passport' Workshop
- access to unique overseas network of British Embassies, High Commissions and Consulates
- automatic membership of [NE International Networking Club](#)
- practical advice and information to help you develop a structured export strategy and 12 month export action plan.

A comprehensive Gateway to Global Growth package of tailored support and exclusive offers to assist ambitious businesses find further export opportunities and help to achieve significant growth in export markets.

Gateway to Global Growth

This new service is aimed at innovative small and medium sized enterprises with between two and 10 years export experience who are seeking to maximise their international trade potential.

Throughout this 12 month programme we will provide a variety of services to assist you in your market preparation and market penetration including:

- registration with our Overseas Market Introduction Service – giving you access to the best sector and country specific business advice
- an International Business Review to help establish the position of your business – providing a clear picture of your current profile and the actions you should take to achieve your export objectives

- practical support from the UK Trade & Investment team - this could be in the form of a market report, a list of warmed contacts or support with a product or service launch
- access to the UKAN database of local and national suppliers to support the implementation of your export plan – some concessions may be exclusively available to Gateway to Global Growth clients.

Export Communication Review

The Export Communications Review (ECR) offers guidance to companies to develop effective communication strategies for overseas markets helping to improve the international competitiveness of UK companies. It's a comprehensive programme offering you advice to evaluate and enhance communication skills anywhere in the world without having to learn a new language.

Information and Opportunities

Gain access to a wide variety of information and research on your target markets and overseas business opportunities.

Overseas Market Introduction Service (OMIS)

The Overseas Market Introduction Service (OMIS) is a flexible business tool putting you directly in touch with the staff in our overseas offices who can give you focused business advice and visit support for your chosen market.

Each business and each market is unique. UKTI aims to provide you with assistance through research and advice for customers looking to make those initial approaches into new overseas markets.

Our research proposals will reflect local conditions, and could include advice on competitors, local regulation and standards, etc.

UKTI's overseas experts will propose a programme of support and advice that fits the level you have chosen.

This work plan could propose:

- a market/sector overview
- market analysis – feasibility of your product/service in the market; opportunities, prospects and evaluation of market-entry strategies
- identification of possible business partners, preliminary exchanges with them on your behalf, and screen contacts for you to meet during a visit
- in-depth assessment and 'warming up' of potential business contacts/partners.



Business Opportunities

One of our most important activities is matching UK businesses with international opportunities gathered by our network of British Embassies, High Commissions and Consulates worldwide. To benefit from this FREE internet-based service, you need to register your UK based business on the website www.ukti.gov.uk. You will find the latest opportunities matching your profile - and be alerted by email when new opportunities are published.

Export Marketing Research Scheme

This service assists you with your export marketing research to help develop your market strategy for overseas markets. You can decide to spend time in your chosen market or commission a market research agency to gain a better understanding of the marketplace, develop an efficient market entry strategy, and receive free expert assistance to help you design your best possible research project.

R&D Collaboration Service

This UK Trade & Investment service delivered by RTC North is designed to help technology companies grow internationally, reinforcing their ability to invest in R&D.

The service offers tailored, in-depth support for companies who see an opportunity to develop their business overseas. It will be of particular interest to those wishing to operate outside the EU, for example, in Asia, where specialist advice can mean the difference between success and failure.

Project examples include:

- setting up a licensing agreement
- establishing an overseas subsidiary
- setting up a product development agreement
- establishing a joint venture with a foreign company
- sourcing technologies for transfer.

Making it Happen

We offer you practical advice that will help you head in the right direction to achieve your international trade potential, and put you in a great position to maximise your international networking opportunities.

Market Visits

A programme of group visits led by an experienced International Trade Adviser to selected overseas markets. This service provides practical assistance for new and experienced exporters interested in developing overseas trade through:

- experienced on hand support from your country specialist International Trade Adviser
- in-depth market research and identification of contacts in the market appropriate to your business
- a pre-organised itinerary of business appointments and identified contacts who express interest in your products/services
- security of a group visit with recommended travel and accommodation itinerary.

Tradeshow Access Programme

The Tradeshow Access Programme (TAP) is designed to enable you to take part in overseas exhibitions as part of an organised group or independently (SOLO) to help you research your chosen market.

Aimed at new exporters who need assistance in using exhibitions as a key tool in their trade development plans. Eligible companies will also receive assistance from an Accredited Trade Organisation (ATO) to optimise their effectiveness at the show.



International Networking Club

The North East International Networking Club creates opportunities for businesses to mix with each other and share information, ideas and experience that will increase their international business potential.

Informal meetings provide the opportunity to network, mentor and learn from experts in the field of international trade. Guest speakers are invited to discuss current topics of interest that may help members.

The Networking Club is an invaluable forum in which to exchange views with other exporters, and to keep up to date with new developments in a rapidly changing global business environment, it aims to:

- encourage the spread of best export practice
- provide business people with a local forum for the discussion of export issues
- signpost the availability of sources of export support and advice
- provide the opportunity for regular, informal contact with local colleagues
- highlight specific market opportunities
- create the opportunity to seek/offer advice with experienced speakers.

North East China Unit

This service provides practical assistance to new and experienced companies wishing to develop trade and business with China.

The North East China Unit works in partnership with One North East and China Britain Business Council (CBBC) to identify the best assistance for you business, offering hands on support with specialist guidance and advice to help you access the national and regional China service providers and networks.

North East companies can benefit from direct access into many business opportunities including partnerships; joint ventures or collaborations fully supported by the North East China Unit. We offer access to a vast network of UK Trade & Investment staff in our China offices and in collaboration with our partners there are an extensive number of trade missions to China which allow you to experience the market first hand.



UK Trade & Investment has helped many UK companies succeed in China. Whether you are interested in attending events, taking part in Market Visits or just want some advice, we can help you internationalise your business.

- specialist expertise and support with the requirements for trade with China
- guidance for China trade and business related laws and regulations
- access to national and regional support organisations and networks
- identification of business opportunities available in China through one to one meetings, seminars and specialist events
- guidance to Chinese culture (social and business) with access to specialist training programmes.

In collaboration with your International Trade Advisor the NE China Unit can help you to:

- develop your export strategy
- identify business opportunities in China
- help you to understand how UK Trade & Investment services can help you be successful in China.



Get in Touch

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