

# First-class export advice

World-class business growth

UK Trade & Investment (UKTI) works with UK-based businesses of all sizes, providing advice, expertise and support to ensure their success within international markets.



# Contents

This presentation contains an introduction to UKTI export services. These range from free online information and overseas event support to International Trade Advisers and bespoke exporting strategies. Each can be tailored to your specific needs and is designed to help you grow internationally and trade confidently in a competitive global marketplace.

Below is an overview of our export programmes and services.

<b>About UKTI Export Services</b> <b>3</b>  <p>An introduction to the main benefit and features of our range of services.</p>	<b>Open to Export</b> <b>7</b>  <p>Expert online information and advice for businesses new to exporting.</p>	<b>Export Communications Review</b> <b>11</b>  <p>First-class advice on language and cultural issues to improve your business communications in international markets.</p>	<b>Market Visit Support</b> <b>15</b>  <p>International visits for you to meet and develop new customer and partner contacts overseas.</p>	<b>Overseas Business Risk Service</b> <b>19</b>  <p>Impartial analysis on political, economic and security issues in overseas markets from British Embassies and High Commissions around the world.</p>
<b>International Trade Advisers</b> <b>4</b>  <p>Impartial advice and guidance from exporting experts with a business background.</p>	<b>Business Opportunities</b> <b>8</b>  <p>A free, tailored service providing you with new international business sales leads.</p>	<b>Webinars</b> <b>12</b>  <p>Online presentations delivered by industry experts from across the globe sharing specialist insights on exporting.</p>	<b>Overseas Market Introduction Service</b> <b>16</b>  <p>Connect with UKTI staff in British Embassies, Consulates and High Commissions to improve your international trade operations.</p>	<b>Postgraduates for International Business</b> <b>20</b>  <p>Leverage the communications skills of a foreign language speaking postgraduate to help grow your overseas business.</p>
<b>Passport to Export</b> <b>5</b>  <p>Prepare your business for success in international markets – for new or relatively inexperienced export businesses.</p>	<b>High Value Opportunities</b> <b>9</b>  <p>Introductions to international procurement processes for large-scale commercial projects.</p>	<b>Events and Missions</b> <b>13</b>  <p>Gain the knowledge, networks and customers to expand your business internationally at events that suit you – both in the UK and overseas.</p>	<b>Medium-sized Business Programme</b> <b>17</b>  <p>Tailored support and advice for medium-sized businesses looking to expand overseas.</p>	<b>e-Exporting Programme</b> <b>21</b>  <p>Help for retailers to exploit e-commerce and optimise their digital presence on e-marketplaces.</p>
<b>Gateway to Global Growth</b> <b>6</b>  <p>Diversify your export activities into new international markets – for experienced export businesses.</p>	<b>Export Marketing Research Scheme</b> <b>10</b>  <p>Market research support to improve the effectiveness of your export initiatives.</p>	<b>Tradeshaw Access Programme</b> <b>14</b>  <p>Exhibition support to raise awareness of your business overseas.</p>	<b>UK Export Finance (UKEF)</b> <b>18</b>  <p>UKEF provide guarantees, insurance and advice to UK-based exporters large and small.</p>	 <a href="https://youtube.com/UKTIWeb">youtube.com/UKTIWeb</a>  <a href="https://twitter.com/UKTI">twitter.com/UKTI</a>  <a href="https://bit.ly/UKTILinkedin">bit.ly/UKTILinkedin</a>  <a href="https://ukti.blog.gov.uk">ukti.blog.gov.uk</a>

## About UKTI Export Services



UK Trade & Investment (UKTI) works with UK-based businesses to ensure their

**SUCCESS**  
IN INTERNATIONAL MARKETS

We encourage the best overseas companies to look to the UK as their global partner of choice.

We provide UK businesses with first-class export advice and guidance, designed to help

**GROW**  
**YOUR BUSINESS**  
IN INTERNATIONAL MARKETS

Support can be tailored to your needs, whether you're a new or experienced export business.



Services are delivered through a network of industry experts in the UK and across

**100+**  
INTERNATIONAL MARKETS

To date, UKTI has helped thousands of businesses to achieve global growth.

Now with our support, it could be

**YOUR**  
**TURN**



## International Trade Advisers



WHO'S IT FOR

If you would like

### EXPERT, FIRST-HAND SUPPORT

you'll benefit from working with UKTI International Trade Advisers.



We doubled our turnover by exporting. Our particular adviser really did get stuck in with us.



**Lucy Jewson**, Founder, Frugi Organic Clothing

GAIN ACCESS TO BROAD AND IMPARTIAL  
**EXPERTISE & EXPERIENCED**  
BUSINESS PEOPLE



WHY USE INTERNATIONAL  
TRADE ADVISERS

WORKING WITH  
INTERNATIONAL  
TRADE ADVISERS  
YOU'LL DEVELOP A

FIRST-CLASS  
EXPORT  
STRATEGY



to successfully enter overseas markets or expand and diversify into new markets.



WHAT DOES IT INCLUDE



WORKING WITH INTERNATIONAL TRADE ADVISERS, YOU'LL  
RECEIVE ADVICE ON YOUR:



- ✓ Business vision and goals, what you want to achieve and why you want to export
- ✓ Business exposure and the market research required to minimise risks
- ✓ Financial stability, subsidies and your potential to export
- ✓ Intellectual property and how to protect it
- ✓ Capacity to export in terms of resource required, i.e. employees, production capacity
- ✓ Costs that may be incurred, i.e. licence fees, distribution, documentation
- ✓ Brand and its suitability for international markets, such as product packaging localisation requirements, customising your website, translation of promotional materials
- ✓ Product or service marketing and promotion to an international target audience
- ✓ Route to market – how to effectively sell and plan your product or service sales
- ✓ Plus face-to-face support from an exporting expert familiar with your market sector.



TELL ME  
MORE

DISCOVER HOW INTERNATIONAL TRADE  
ADVISERS CAN ASSIST YOU AT:  
[www.gov.uk/ukti-international-trade-advisers](http://www.gov.uk/ukti-international-trade-advisers)

## Passport to Export



WHO'S IT FOR

If you're a new or relatively inexperienced exporting SME and would like

### EXPERT, FIRST-HAND SUPPORT

you'll benefit from Passport to Export.



UKTI was instrumental in putting the Mexico deal together, and has been a great support to us as we develop our business internationally.



Louis Barnett, MD, Chokolit



## PREPARE YOUR BUSINESS

FOR INTERNATIONAL MARKETS



WHY USE PASSPORT TO EXPORT

Passport to Export will pair you with an



## INTERNATIONAL TRADE ADVISER

who's successfully taken businesses into international markets.



THEY'LL BE



LOCAL



FAMILIAR WITH YOUR INDUSTRY



AND WILL ASSESS YOUR COMPANY'S EXPORT READINESS



assisting you to write a bespoke

## ACTION PLAN

to improve your business's export capabilities.



WHAT DOES IT INCLUDE



WITH PASSPORT TO EXPORT YOU'LL HAVE ACCESS TO:



- ✓ A detailed assessment of your company's readiness to export from an International Trade Adviser, highlighting areas for improvement
- ✓ 12-month face-to-face interactive training introducing the key stages to successful exporting
- ✓ Market research and market selection assistance
- ✓ Visits to your key overseas markets
- ✓ Introductions to relevant networking and tradeshow opportunities
- ✓ The UKTI international contact network and new business opportunities
- ✓ Introductions to potential sources of funding\*
- ✓ Signposting to relevant complementary services.

\*see website for details and eligibility criteria



TELL ME MORE

DISCOVER HOW PASSPORT TO EXPORT CAN ASSIST YOU AT:  
[www.gov.uk/passport-to-export-service](http://www.gov.uk/passport-to-export-service)

# Gateway to Global Growth



WHO'S IT FOR

If you're an SME already exporting and

## LOOKING TO DIVERSIFY

into new international markets, you'll benefit from Gateway to Global Growth.



UKTI has given us invaluable support, helping to refocus our international strategy, identify new markets and highlight further opportunities for growth in existing markets.



Julian Smith, Export Controller, Smiffy's

DIVERSIFY YOUR EXPORT ACTIVITIES INTO



NEW INTERNATIONAL MARKETS



WHY USE GATEWAY TO GLOBAL GROWTH



GAIN THE  
**EXPERIENCE**  
&  
**EXPERTISE**



TO SUPPLEMENT



YOUR EXISTING  
**EXPORT OPERATIONS**

with a strategic view



assisting you to develop a clear

**ACTION PLAN**

designed to expand your business overseas.



WHAT DOES IT INCLUDE



WITH GATEWAY TO GLOBAL GROWTH, YOU'LL HAVE ACCESS TO:



- ✓ A 12-month programme of support with access to an experienced International Trade Adviser
- ✓ Events, masterclasses, webinars and workshops
- ✓ Guidance on an action plan tailored to your business's needs
- ✓ Networking opportunities
- ✓ Signposting to additional expertise
- ✓ Introductions to the unrivalled UKTI contact base
- ✓ Advice, assistance and training to improve your export capabilities
- ✓ Potential access to sources of funding\*.

\*see website for details and eligibility criteria



**TELL ME MORE**

**DISCOVER HOW GATEWAY TO GLOBAL GROWTH CAN ASSIST YOU AT:**

[www.gov.uk/gateway-to-global-growth](http://www.gov.uk/gateway-to-global-growth)

## Open to Export



WHO'S IT FOR

If you're a new or relatively inexperienced export business and want access to

### EXPERT INFORMATION

you'll benefit from Open to Export.



Because it's updated so frequently, it has a real community feel. You feel like you're sharing the journey with other companies.



Ricki Ghali, Founder, Unite Foods

Gain access to a host of  
**INFORMATION**



FROM EXPERTS ACROSS  
GOVERNMENT AND  
THE PRIVATE SECTOR

DESIGNED TO



FURTHER  
YOUR EXPORT  
INITIATIVES



WHY USE OPEN TO EXPORT

Open to Export will provide you with invaluable export knowledge from trusted sources.

INFORMATION IS:

- ✓ UP-TO-DATE
- ✓ PRACTICAL
- ✓ MARKET SECTOR AND TOPIC SPECIFIC

YOU CAN EVEN OPEN A  
**DIALOGUE**  
WITH EXPERTS...

... OR ACCESS  
WEBINARS  
AND CONTENT  
ONLINE



WHAT DOES IT INCLUDE



WITH OPEN TO EXPORT, YOU'LL HAVE ACCESS TO:



- ✓ Practical insights on key export topics via articles, videos and webinars
- ✓ Bespoke advice from industry experts in Q&A forums
- ✓ Business opportunities by sector and/or market
- ✓ Access to a community of new exporters and potential partners/service providers that you can contact
- ✓ Topic-specific advice from private and public export service providers across finance, legislation and regulation, market research, operations, product development, sales and marketing, transport and logistics
- ✓ All the information you need on exporting in one place free of charge.



AND WE CAN HELP YOU ENHANCE YOUR WEB PRESENCE WITH:



- ✓ Special content features including web optimisation for international trade and e-commerce and much more.



TELL ME  
MORE

DISCOVER HOW OPEN TO EXPORT  
CAN ASSIST YOU AT:  
[www.opentoexport.com](http://www.opentoexport.com)

## Business Opportunities



WHO'S IT FOR



If you're looking to export products and services abroad



or looking to tender for new international business



UKTI Business Opportunities will benefit you.



WHAT DOES IT INCLUDE



REGISTERING FOR BUSINESS OPPORTUNITIES, YOU'LL HAVE ACCESS TO:



- ✓ 1000s of business leads published every month
- ✓ Sign up for events, news and reports
- ✓ Tailored new business alerts delivered by sector and country
- ✓ Business partners in over 100 markets
- ✓ Access to over 300 UK regional International Trade Advisers.

### GET FREE INTERNATIONAL BUSINESS SALES LEADS

from UKTI staff working in over 100 overseas offices.



WHY USE BUSINESS OPPORTUNITIES



You'll receive valuable new international business leads free of charge

BY

REGISTERING FOR  
TAILORED EMAIL  
UPDATES

using Business Opportunities.



TELL ME  
MORE

DISCOVER HOW BUSINESS OPPORTUNITIES CAN ASSIST YOU AT:

[www.businessopportunities.ukti.gov.uk](http://www.businessopportunities.ukti.gov.uk)



## High Value Opportunities



WHO'S IT FOR

If you're looking to raise your profile with overseas procurement projects with budgets of at least

£5  ,   ,   

then High Value Opportunities will benefit your business.

### INTRODUCTIONS TO INTERNATIONAL PROCUREMENT PROCESSES FOR



WHY USE HIGH VALUE OPPORTUNITIES

Using High Value Opportunities, you gain access to a pipeline of

**100**  
MAJOR PROJECTS

WHERE

#### WE SHARE

OUR MARKET  
KNOWLEDGE

AND  
INTELLIGENCE



TO HELP YOU  
WIN CONTRACTS



WHAT DOES IT INCLUDE

#### ↓ USING HIGH VALUE OPPORTUNITIES, YOU'LL HAVE ACCESS TO: ↓

- ✓ Intelligence and information on forthcoming and current High Value Opportunities overseas
- ✓ Opportunities across sectors including infrastructure, energy, healthcare, engineering, transport, environment, defence and manufacturing including aerospace
- ✓ Support and market knowledge to develop and implement strategies to help win contracts in and around large-scale overseas projects
- ✓ Advice from on-the-ground experts with access to a vast amount of intelligence on international projects and contracts
- ✓ Help building relationships with key stakeholders including private sector business specialists
- ✓ The support of other Government Departments and wider stakeholders.
- ✓ Access to competitive finance for overseas buyers of your goods and services through UK Export Finance, the UK's export credit agency.



The UKTI teams have been truly exceptional. They have introduced us to local businesses and given us support and advice as we found our feet, always with... a positive, can-do outlook.

**Caroline Lewis-O'Halloran**, Regional  
Director, Hyder Consulting Middle East Ltd



TELL ME  
MORE

DISCOVER HOW HIGH VALUE OPPORTUNITIES  
CAN ASSIST YOU AT:  
[www.gov.uk/high-value-opportunities](http://www.gov.uk/high-value-opportunities)

# Export Marketing Research Scheme



WHO'S IT FOR

If you're looking to ensure the effectiveness of your overseas ventures, or seeking

## MARKET RESEARCH SUPPORT

then you'll benefit from the Export Marketing Research Scheme.



Without EMRS we probably wouldn't have risked visiting Brazil. The support allowed us to gain a complete picture of the market situation for our courses and consequently we have been able to focus our marketing and resources in the right way.



Amanda Mason, University of East Anglia

## GET THE BEST



## MARKETING INFORMATION

TO IMPROVE THE EFFECTIVENESS OF YOUR EXPORT INITIATIVES.



WHY USE THE EXPORT MARKETING RESEARCH SCHEME

The Export Marketing Research Scheme will provide you with



## INSIGHTS

## KNOWLEDGE



THAT WILL



SUPPORT YOU TO LAUNCH INTO NEW INTERNATIONAL MARKETS



OR

REPOSITION YOUR BUSINESS

IN EXISTING ONES



WHAT DOES IT INCLUDE



THE EXPORT MARKETING RESEARCH SCHEME INCLUDES:



- ✓ Advice on comprehensive desk, field or published research
- ✓ Advice on how to select and prioritise a shortlist of appropriate target markets
- ✓ Advice on research in overseas markets and the opportunity to gain first-hand knowledge and experience
- ✓ Identification of the decisions to be made for new market entry e.g. routes to market, pricing of products and services, adaptation of product or service offering
- ✓ Advice on how to find out about market size, competition and end user behaviour and segmentation, trade conditions, legislation and regulations.
- ✓ Potential access to sources of funding\*.

\*see website for details and eligibility criteria



TELL ME MORE

DISCOVER HOW THE EXPORT MARKETING RESEARCH SCHEME CAN ASSIST YOU AT:  
[www.gov.uk/export-marketing-research-scheme](http://www.gov.uk/export-marketing-research-scheme)

## Export Communications Review

WHO'S IT FOR

### IF YOU'RE EXPANDING OVERSEAS

and finding foreign languages and cultural differences a challenge, you'll benefit from the Export Communications Review.

“

The consultant was inspirational, hugely experienced with a wealth of knowledge. Working with him provided us with invaluable insights and ideas.

”

Andy Cox, Director, Cox & Plant Ltd

IMPROVE YOUR BUSINESS'S COMPETITIVENESS IN INTERNATIONAL MARKETS WITH



FIRST-CLASS ADVICE

ON LANGUAGE AND CULTURAL ISSUES

WHY USE THE EXPORT COMMUNICATIONS REVIEW

OVERCOME LANGUAGE ? AND ? CULTURAL BARRIERS

WITH A

COMPREHENSIVE REVIEW

of your

BUSINESS

and recommendations to



ENHANCE COMMUNICATION with international markets.

WHAT DOES IT INCLUDE

THE UKTI EXPORT COMMUNICATIONS REVIEW CAN INCLUDE:

- ✓ A comprehensive review of all written and verbal communication including your website
- ✓ Information on customer service systems for handling international calls and communications
- ✓ A review of brochures, leaflets, technical documentation and packaging
- ✓ Preparation for an overseas tradeshow or exhibition
- ✓ Guidance on language training and the translation and localisation of product or service information
- ✓ Advice on relationship building with overseas agents and distributors
- ✓ Social media guidance including the use of blogs
- ✓ Potential access to funding\*.

AND WE CAN HELP YOU ENHANCE YOUR WEB PRESENCE WITH:

- ✓ Advice on an international web strategy including search engine optimisation, competition analysis and analytics
- ✓ International e-commerce and the logistics of setting up an online trading platform.

\*see website for details and eligibility criteria



TELL ME MORE

DISCOVER HOW THE EXPORT COMMUNICATIONS REVIEW CAN ASSIST YOU AT:  
[www.gov.uk/export-communications-review](http://www.gov.uk/export-communications-review)

# Webinars



WHO'S IT FOR

If you're running a UK-based company and wish to improve

## YOUR EXPORTING KNOWLEDGE

UKTI webinars can be of benefit to you.



WITH UKTI WEBINARS, YOU'LL HAVE ACCESS TO

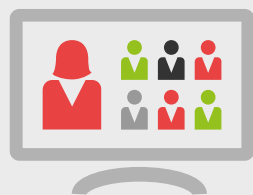


## ONLINE PRESENTATIONS

DELIVERED DIRECTLY TO YOU AT WORK, HOME OR ON THE MOVE



WHY PARTICIPATE IN WEBINARS



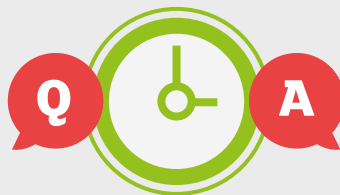
UKTI webinars bring together

## INDUSTRY EXPERTS

from across the globe to share their specialist insights on exporting with you.

Knowledge is first-hand, up-to-date and you'll have the chance to pose questions

## IN REAL TIME



WHAT DOES IT INCLUDE



REGISTER ONLINE TO ACCESS UKTI WEBINARS



IT TAKES JUST TWO MINUTES



WITH UKTI WEBINARS, YOU'LL BE CONNECTED TO UK AND OVERSEAS MARKET SPECIALISTS DELIVERING:



- ✓ Sector-specific market overviews
- ✓ Current country economic climate information
- ✓ Socio-economic trends
- ✓ Sector competition and market size
- ✓ Business opportunities and insights
- ✓ Market entry advice and guidance
- ✓ Establishing and forming partnerships overseas advice
- ✓ Setting up offices overseas information
- ✓ Signposting to additional expertise and complementary services from UKTI.



TO KEEP UP TO DATE WITH THE LATEST UKTI WEBINARS, VISIT OUR WEBSITE REGULARLY.



TELL ME MORE

DISCOVER HOW UKTI WEBINARS CAN ASSIST YOU AT: [www.events.ukti.gov.uk](http://www.events.ukti.gov.uk) and type 'webinars' in the search function to find out more

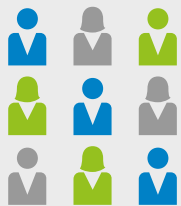
## Events and Missions



WHO'S IT FOR

IF YOU WOULD LIKE

**EXPERT,  
FIRST-HAND  
SUPPORT**



**NETWORK**

AND GAIN THE KNOWLEDGE AND  
CUSTOMERS TO EXPAND YOUR  
BUSINESS INTERNATIONALLY



WHY USE  
EVENTS AND MISSIONS

UKTI Events are all about



**SUCCESSFUL  
EXPORTING**

↓ YOU CAN ↓

Gain insights, new contacts and  
support to win new business via



**INTERNATIONAL  
BUYERS AND  
DECISION MAKERS**

&

Learn how to identify the best  
ways for you to



**ENTER  
MARKETS**

QUICKLY, EFFICIENTLY AND  
WITH A COMPETITIVE EDGE



WHAT DOES IT INCLUDE

↓ THROUGH UKTI EVENTS, YOU'LL HAVE THE OPPORTUNITY TO: ↓

- ✓ Take part in a wide range of UKTI activities at major international trade shows, exhibitions and missions covering a variety of industry sectors
- ✓ Learn new skills and increase your knowledge and confidence at masterclasses and seminars
- ✓ Take advantage of emerging opportunities to visit new markets and meet international buyers and commercial partners
- ✓ Explore financial support\* to help fund visits to international markets.
- ✓ Meet with sector specialists, overseas representatives and Government officials

\*see website for details and eligibility criteria



**TELL ME  
MORE**

**DISCOVER HOW UKTI EVENTS  
CAN ASSIST YOU AT:**  
[www.events.ukti.gov.uk](http://www.events.ukti.gov.uk)

# Tradeshow Access Programme



WHO'S IT FOR

If you're looking to

## SHOWCASE YOUR BUSINESS

in overseas markets, the UKTI Tradeshow Access Programme is an ideal platform.



Thanks to UKTI, we now expect Latin America to generate hundreds of thousands of dollars' worth of revenue from programme and format licences.



David Leach, MD, Mentorn International Ltd

TRADESHOW EXPERTISE TO HELP YOU



## PROMOTE YOUR BUSINESS

IN INTERNATIONAL MARKETS.



WHY USE THE TRADESHOW ACCESS PROGRAMME

Through the Tradeshow Access Programme you'll receive

## QUALITY TRADESHOW SUPPORT



↓ ENABLING YOU TO ↓

## MEET POTENTIAL CUSTOMERS



AND IDENTIFY ROUTES TO MARKET

&

- ✓ RAISE AWARENESS OF YOUR BUSINESS
- ✓ GAIN FRESH MARKET KNOWLEDGE
- ✓ MAKE NEW CONTACTS AND BUILD RELATIONSHIPS
- ✓ LAUNCH NEW PRODUCTS AND SERVICES



WHAT DOES IT INCLUDE

↓ WITH THE TRADESHOW ACCESS PROGRAMME, YOU'LL HAVE THE OPPORTUNITY TO: ↓

- ✓ Work with Accredited Trade Organisations (ATOs) that actively lead groups of UK businesses overseas with Tradeshow Access Programme support
- ✓ Check out hundreds of events from the programme on the website
- ✓ Raise your company profile with the help of the UKTI and ATO partnership
- ✓ Test your product or service first-hand in an international market
- ✓ Obtain individual support for niche overseas exhibitions
- ✓ Receive financial support\* to help cover exhibiting costs at overseas tradeshows.

\*see website for details and eligibility criteria



TELL ME MORE

DISCOVER HOW THE TRADESHOW ACCESS PROGRAMME CAN ASSIST YOU AT:  
[www.gov.uk/tradeshow-access-programme](http://www.gov.uk/tradeshow-access-programme)

## Market Visit Support



WHO'S IT FOR

↓ TO BENEFIT FROM MARKET VISIT SUPPORT: ↓



**YOU'RE AN SME  
ALREADY WORKING  
WITH A UKTI  
INTERNATIONAL  
TRADE ADVISER**



**AND ARE PLANNING  
A VISIT OR VISITS  
TO OVERSEAS  
MARKETS**

**MEET AND DEVELOP**

**NEW CUSTOMER**

**&**

**PARTNER  
CONTACTS**

in international markets.



WHY USE MARKET  
VISIT SUPPORT

Market Visit Support  
will support you in your



**OVERSEAS VISITS**



helping you research  
and experience potential  
markets and fine-tune a

**SUCCESSFUL  
EXPORT STRATEGY**



WHAT DOES IT INCLUDE

↓ MARKET VISIT SUPPORT CAN INCLUDE: ↓

- ✓ Advice and guidance from UKTI's International Trade Advisers
- ✓ Tailored support from British Embassies, Consulates and High Commissions overseas
- ✓ Pre- and in-market support from UKTI Overseas Market Introduction Service
- ✓ Finance support\* to help fund visits to international markets to assist with market research, developing sales leads, attending tradeshows or meeting potential partners and suppliers.

\*see website for details and eligibility criteria



**TELL ME  
MORE**

**DISCOVER HOW MARKET VISIT SUPPORT  
CAN ASSIST YOU AT:**  
[www.gov.uk/market-visit-support](http://www.gov.uk/market-visit-support)

## Overseas Market Introduction Service



WHO'S IT FOR

If you're looking to supplement your international market research,

### GAIN INSIGHTS AND BUILD YOUR CONTACTS

you'll benefit from the Overseas Market Introduction Service.



Working with UKTI, a British innovation is educating the next generation in Thailand.



Richard Marrett,  
CEO, Whizz Education

IMPROVE YOUR **INTERNATIONAL**  
**TRADE** BY WORKING WITH  
UKTI STAFF BASED IN



## BRITISH

EMBASSIES, CONSULATES  
AND HIGH COMMISSIONS  
AROUND THE WORLD



WHY USE THE OVERSEAS MARKET  
INTRODUCTION SERVICE

Working with UKTI staff you'll gain



## FIRST-HAND IMPARTIAL ADVICE

FROM

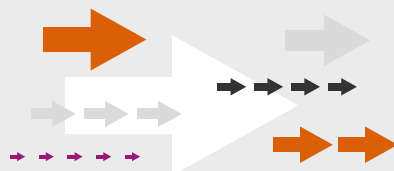


EXPERTS

in the markets

where you're looking to

## EXPORT



WHAT DOES IT INCLUDE

THROUGH THE OVERSEAS MARKET INTRODUCTION SERVICE,  
YOU'LL BE ABLE TO:

- ✓ Connect with UKTI local experts based overseas in Embassies, High Commissions and Consulates around the world
- ✓ Arrange events overseas that position your products and services to the right audience
- ✓ Get market advice, information and introductions tailored to your businesses' needs
- ✓ Gain insight into complex regulatory and legislative issues
- ✓ Secure meetings with key business contacts in international markets
- ✓ Benefit from the credibility of working alongside our highly respected brand, UKTI.



TELL ME  
MORE

DISCOVER HOW THE OVERSEAS MARKET  
INTRODUCTION SERVICE CAN ASSIST YOU AT:  
[www.gov.uk/overseas-market-introduction-service](http://www.gov.uk/overseas-market-introduction-service)



## Medium-sized Business Programme



WHO'S IT FOR

If you're looking to export and currently have turnover between

**£25–£250 MILLION**

you'll benefit from the Medium-sized Business Programme, whatever your sector, in services or manufacturing.



UKTI helped kick start us into exporting, turning a UK centric business into a more globally focused operation. Advice from our International Trade adviser on how to navigate through the complex web of trading was invaluable.



**Darren Beckley**, Head of International Projects, Stage Electrics

**GROW YOUR BUSINESS**

WITH A CLEAR INTERNATIONAL BUSINESS STRATEGY



WHY USE THE MEDIUM-SIZED BUSINESS PROGRAMME

THE MEDIUM-SIZED BUSINESS PROGRAMME PROVIDES YOU WITH

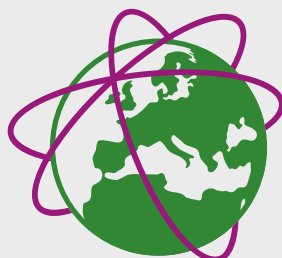


**FIRST-HAND EXPORT EXPERTISE**

&

THE SUPPORT AND ADVICE ON HOW TO GROW YOUR BUSINESS IN

**INTERNATIONAL MARKETS**



WHAT DOES IT INCLUDE



WITH THE MEDIUM-SIZED BUSINESS PROGRAMME YOU'LL HAVE ACCESS TO:



- ✓ Dedicated support from an experienced International Trade Adviser
- ✓ Support with strategy and action plans tailored to your business needs
- ✓ Guidance on routes to market and the pros and cons of approaches to different countries
- ✓ Tailored overseas market information and support
- ✓ Membership of regional medium-sized business clubs
- ✓ Networking opportunities
- ✓ Access to postgraduate placement opportunities
- ✓ Participation in medium-sized business trade missions
- ✓ Access to high value opportunities in major projects overseas
- ✓ Tailored signposting to other government support
- ✓ Access to the unrivalled UKTI global contact network
- ✓ Free access to trade finance advice from UK Export Finance
- ✓ Access to free advice from a professional marketing research adviser on the conduct and use of marketing research to inform and support your export strategy
- ✓ Access to free advice on how to prioritise your export markets.



**TELL ME MORE**

DISCOVER HOW THE MEDIUM-SIZED BUSINESS PROGRAMME CAN ASSIST YOU AT:  
[www.gov.uk/medium-sized-business](http://www.gov.uk/medium-sized-business)

## UK Export Finance (UKEF)



WHO'S IT FOR

All exporting companies, including smaller and medium-sized businesses who

**NEED HELP WITH EXPORT FINANCE**



The £9m contract was really significant for a company of our size. It's fair to say that without the benefit of UKEF's Bond Support Scheme, we simply wouldn't have been able to commit to such an ambitious project.



**Mark Ridgeway** MD, Group Rhodes

We provide

**GUARANTEES, INSURANCE and GUIDANCE**



relating to managing the risks associated with UK export contracts.



WHY USE UK EXPORT FINANCE

If you're planning to export goods or services from the UK, then it's likely you'll need some form of guarantee or insurance to



**PROTECT AGAINST PAYMENT RISKS.**



If you can't get what you need from the private market, UK Export Finance may be able to help.



WHAT DOES IT INCLUDE



UK EXPORT FINANCE HELPS EXPORTERS BY PROVIDING



### Guarantees to banks

If you need a bond, your bank can help you by issuing one to your overseas customer. UKEF provides a guarantee to your bank so they can do this. This may also improve your working capital by releasing cash that is sometimes required by the bank to secure the bond



### Buyer and supplier credit facilities

Banks can provide loans to overseas buyers to help fund payment terms of 2 years or more. UKEF provides a guarantee to your bank so it can do this. UKEF also has a direct lending facility that can be used when banks cannot assist



### Credit insurance

UKEF provides an insurance policy that covers you against not being paid under your export contract. The policy covers costs incurred should the export contract be terminated because your buyer defaults before the goods are delivered, or if they fail to pay due to specified political, economic or administrative events



### Guidance on sources of trade finance through our regional network of Export Finance Advisers.



**TELL ME MORE**

**WE ARE THE UK'S EXPORT CREDIT AGENCY**  
[www.gov.uk/uk-export-finance](http://www.gov.uk/uk-export-finance)

## Overseas Business Risk Service

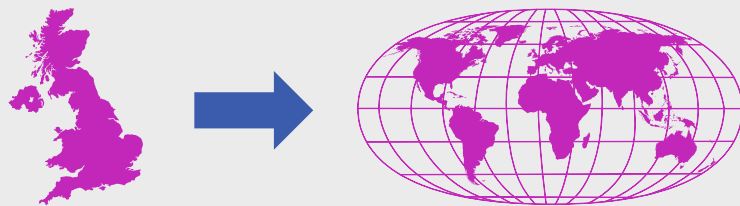


WHO'S IT FOR

If you're looking to

### EXPORT OVERSEAS

and identify business risks as part of your export strategy, the Overseas Business Risk Service will benefit your business.



#### GET IMPARTIAL ANALYSIS



from British Embassies and High Commissions on

#### POLITICAL, ECONOMIC & SECURITY

conditions in overseas markets



WHY USE THE OVERSEAS BUSINESS RISK SERVICE

#### IT WILL HELP YOU TO

ASSESS

risk when

and

trading

MITIGATE

overseas

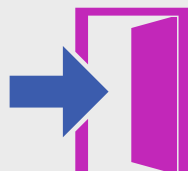
ENABLING YOU TO

#### PROTECT YOUR BUSINESS



&

#### ENTER MARKETS WITH CONFIDENCE



WHAT DOES IT INCLUDE

THE OVERSEAS BUSINESS RISK SERVICE PROVIDES:

- ✓ Updates on the political and economic situation in country and recent developments
- ✓ Information on levels of bribery and corruption and the ease of doing business
- ✓ Terrorism threat levels and links to current Foreign Commonwealth Office travel advice
- ✓ Awareness of key human rights issues to help avoid abuse and protect your reputation
- ✓ Protective security advice
- ✓ An understanding of intellectual property theft
- ✓ Advice on cyber security and cyber crime
- ✓ Information on how to protect against crime and fraud.



TELL ME MORE

DISCOVER HOW THE OVERSEAS BUSINESS RISK SERVICE CAN ASSIST YOU AT:  
[www.gov.uk/government/collections/overseas-business-risk](http://www.gov.uk/government/collections/overseas-business-risk)

# Postgraduates for International Business



WHO'S IT FOR

You may be able to benefit from the help of a

## SKILLED AND QUALIFIED STUDENT

whether you are new to exporting or very experienced, whatever the size of your business.



&

Utilise the linguistic and cultural skills of students from

## THE UK AND AROUND THE WORLD

in a range of ways to suit your business need.



WHY USE POSTGRADUATES FOR INTERNATIONAL BUSINESS

Working with a student helps you to address

## LANGUAGE AND CULTURAL BARRIERS

associated with market entry and development.

The right student would be

## FAMILIAR WITH THE COUNTRY YOU ARE TARGETING,

have the appropriate language skills, understand their ways of doing business and may have advanced qualifications relevant to your sector.



WHAT DOES IT INCLUDE



WITH POSTGRADUATES FOR INTERNATIONAL BUSINESS



YOU'LL HAVE ACCESS TO:

- ✓ Support from a UKTI International Trade Adviser to help you identify and develop projects that would be of value to your business and could be delivered by a student with language skills
- ✓ Support from a student who could help your business in the following areas:
  - ✓ Website development
  - ✓ Researching new markets and develop strategy
  - ✓ Supporting market visits
  - ✓ Developing international contacts
  - ✓ Customer/supplier liaison
- ✓ Provision of cultural advice and support
- ✓ Customer service and administrative support
- ✓ Marketing support including social media
- ✓ System development to overcome language issues
- ✓ Follow up leads
- ✓ Record voiceovers for company videos
- ✓ Interpret at trade shows or on overseas visits.



TELL ME MORE

DISCOVER HOW POSTGRADUATES FOR INTERNATIONAL BUSINESS CAN ASSIST YOU AT:  
[www.gov.uk/postgraduates-for-international-business](http://www.gov.uk/postgraduates-for-international-business)

## e-Exporting Programme

WHO'S IT FOR

Retailers and brands who want to take advantage of digital opportunities to

### ACCELERATE THEIR GLOBAL EXPORT POTENTIAL



WHY USE THE e-EXPORTING PROGRAMME

#### BENEFITS OF TECHNOLOGY-ENABLED TRADE



Sell directly to a large and rapidly growing online consumer audience



Access a highly efficient route to market



Gather valuable data on consumers' online behaviour to inform future activity



Combine sales and marketing through a single channel

Retailers and brands adopting an omni- and multi-channel approach can

### EASILY ACCESS INTERNATIONAL MARKETS AND GROW THEIR BUSINESS



The value of UK e-commerce is estimated to be **£68bn by 2020**, up from £10bn in 2013



Global online retail sales have **INCREASED 17% YEARLY SINCE 2007**



WHAT DOES IT INCLUDE

#### THE e-EXPORTING PROGRAMME PROVIDES THE FOLLOWING SUPPORT FOR RETAILERS AND BRANDS TO TAKE ADVANTAGE OF e-COMMERCE AND GROWTH OPPORTUNITIES:

- ✓ **Digital trade advisers** available across UKTI's network, available to meet with UK companies
- ✓ **Bespoke events**, both online and face to face – find out more about our events at [events.ukti.gov.uk](http://events.ukti.gov.uk)
- ✓ **Practical support and advice** to ensure that your online presence is maximised for trading internationally
- ✓ **Online retail news and insights available** @UKTIRetail on Twitter
- ✓ **e-Commerce advice** available on [gov.uk/ukti](http://gov.uk/ukti), [youtube.com/uktiweb](http://youtube.com/uktiweb) and on [opentoexport.com](http://opentoexport.com)
- ✓ **Support to fast track brands** onto the world's leading e- marketplaces.

**THE UK SHARE OF ONLINE RETAILING WAS THE HIGHEST IN THE WORLD AT 12.1% IN 2013**



TELL ME MORE

DISCOVER HOW TO e-EXPORT AT:  
[www.gov.uk/e-exporting](http://www.gov.uk/e-exporting)