

UK Trade & Investment South East

UK Trade & Investment South East is a government organisation dedicated to helping companies in the South East with exporting and building up their global markets. They have a team of local International Trade Advisers. The Adviser Network:

- have a successful track record of exporting
- includes sector specialists, market/region specialists and activity specialists
- each adviser has a patch and one or more sector specialisms – 13 specialisms in South East region network
- advisers are seconded in and work as virtual teams

UK Trade & Investment brings together the work of the [Foreign & Commonwealth Office](#) and the [Department for Business, Enterprise and Regulatory Reform](#). It draws staff and administration funding from both parent departments (but has its own stream of programme funding.) As such, UKTI is able to utilise FCO's global network of Trade Development Officers and Consulate links to help win business overseas.

Passport to Export

- Two day workshop on business planning
- Diagnostic review - provides a detailed analysis of company position, staff, skills, physical resource, cash
- Action Plan
 - Based on the findings from the Diagnostic, along with inputs from two day course; SMART targets; export proposition
- Up to £1,500 of matched-funding via Business Development Credits (BDCs)
- Business Development Credits to implement Action Plan - can be used for research, visits, marketing, translation etc
- International Trade Adviser (ITA) support over 12-18 months

Overseas Market Introduction Service (OMIS)

- Tailored market research from overseas specialists (FCO etc.)
- Cost as little as £500 up to £2,000
- 5 levels of 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, lunches etc

Business Development Visits

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

Export Marketing Research Service (EMRS)

- Mainly for SMEs
- Research how best to deliver products/services – to avoid costly errors
- 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 for off the shelf reports (up to £10k)

Export Communications Review (ECR)

- Language and international communication review - how do overseas buyers view your company? Business given realistic, objective advice and recommendations
- Subsidised cost of just £150 (+VAT) for initial ½ day review

Tradeshaw Access Programme (TAP)

- Up to £1,800 funding for key events attended with trade association
- Single qualification period for up to three events
- Solo support available for niche/non-ATO supported events

Market Visits

- Visits to markets led by experienced ITA
- Support of overseas post while in market
- In-market reception to meet buyers and relevant contacts
- Grants/funding may be available
- “Winning Business in...” cultural workshops in preparation
- Also do inward missions – fly companies in from abroad to do business with UK companies

Training and Workshops

- Selecting and Managing Agents and Distributors
- Sales and Marketing Skills for Successful Exhibitions
- International Website Marketing and Development
- Understanding IPR in International Partnerships
- International Trade Finance
- “Winning Business in...” cultural workshops – often followed by a market visit

Contact:

(General)

Customer Services Team 08452 789 600

www.uktradeinvest.gov.uk

www.uktisoutheast.com

The website includes updates on opportunities in a particular country or sector – can register for email updates.

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