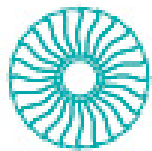




UK Trade & Investment

UK Trade & Investment



Wednesday, 28th October

Kempton Steam Museum, Middlesex

SUPPORTING ENGINEERING EXCELLENCE

Call 01904 674 899 to Book

or alternatively visit www.aemt.co.uk/events to find out more and download the booking form.
Ticket price of £35 plus VAT. You can also email us in the office at admin@aemt.co.uk.

**Steve Rapley & Heinz Kessel
International Trade Advisers**

London International Trade Team



Topics

- Government ambitions
- Advantages of exporting
- What UKTI can do to help?
- Q & A

The UK Government's ambitions

- **For UK exports to reach £1 trillion by 2020**
- **100,000 more UK companies exporting by 2020**
- **One in four UK companies to export (European average) rather than one in five at present**



UKTI's mission

- Support UK companies to grow their business through international trade;
- Connect UK business to the world's top commercial opportunities;
- Attract high quality inward investment to the UK;
- Establish whole-of-government relationships with major wealth creators and
- Increase exports and investment.





How trade benefits the UK economy

Exports contribute about

60%

of GDP growth

1 in 4 jobs

In the UK are linked to
overseas business

Makes businesses
more

**competitive,
productive
and resilient**



Why export?

- Improve financial performance, and increase the resilience of revenues and profits.
- Achieve levels of growth & economies of scale not possible domestically.
- Spread business risk.
- Increase the returns on investment in R&D.
- Increase the commercial lifespan of products and services.
- Employ more staff and recruit better people.

£100,000

Of additional sales were made on average within 18 months of working with UKTI





Why export? (cont.)

Academic research confirms that exporting companies:

- achieve stronger financial performance;
- are more productive and innovative than non-exporters;
- are more resilient to an economic downturn;
- have a higher profile and more credibility; and
- are more likely to stay in business



85%

said exporting led to a level of growth not otherwise possible



Exporters in London

- A British Chamber of Commerce survey recently showed that 46 per cent of London companies were exporting;
- London contributes just over half of the UK's total service exports;
- Experian found, 3 of the top 10 areas where businesses have a high potential to export are in London. East Central (EC), West Central (WC) and West (W) have a high level of companies that could export but currently don't.





Where to Export to?





UKTI Overview

- Government department working with UK-based businesses to ensure their success in international market
- May include one-to-one help on our export programmes, overseas visits and contacts, or financial support
- International Trade Advisers are experienced international business people who give help and advice relevant to your business.





UKTI trade services

UKTI can give advice on whether a firm is ready to export by:

- **developing an export plan;**
- **counselling on the right markets, and people to deal with in those markets;**
- **advising on grants for trade missions or overseas trade fairs;**
- **setting up meetings;**
- **and generally helping to make business happen.**





UKTI trade services portfolio

- **Export Savvy**
- **Passport to Export**
- **Overseas Market Introduction Service (OMIS)**
- **Export Marketing Research Scheme (EMRS)**
- **e-Exporting Programme**
- **Export Communications Review (ECR)**
- **Events and Seminars**
- **Tradeshaw Access Programme (TAP)**
- **Postgraduates for International Business**
- **Export Insight Visits (Europe)**
- **Outward Trade Missions**
- **Inward Trade Missions**
- **High Value Opportunities (HVOs)**
- **Aid-Funded Business**
- **UK Export Finance**
- **Open to Export**



Export Savvy

- **Online tool covering multiple topics for inexperienced exporters**
- **“Bitesize” – written briefings for easy access reference to a wide range of topics**
- **“Think it Through” – video based learning modules**
- **Feature SME exporters, distributors and advisors**
- **Analyse your business, develop conclusions, plan strategy**

➤ **Benefits: Gain confidence to explore new markets**



Passport to Export

- **Support programme for new exporters**
 - **Winning and Delivering Business Overseas workshop to develop your export skills and cultural awareness.**
 - **Free impartial advice and support from your local ITA to identify your business needs and develop your company's export strategy.**
- **Benefits: overcome barriers, develop skills and understanding, with ongoing support,**





Overseas Market Introduction Service (OMIS)

- **Market intelligence to evaluate effectively and research competitive environment**
- **Tailored introduction to desired contacts in foreign markets, potential partners, and buyers alike**
- **Bespoke support from UKTI staff overseas**
- **Access to British Embassies and Consulates**
- **A chargeable service that saves you time and money**





Export Marketing Research Scheme (EMRS)

Bespoke market research: funding possible

Companies are able to carry out research on topics such as:

- **Market size and segmentation, Regulations and legislation, Customer needs**
- **Distribution channels**
- **Competitor activity, strategy and performance**
- **Benefits: market intelligence to establish a presence in a new market, and reduces risk**

UK Trade & Investment Helping your business grow internationally

Support to research new markets
The Export Marketing Research Scheme

What is export marketing research?
It is a systematic and objective collection, analysis and interpretation of information about an overseas market to assist in the development of your market entry strategy. An export marketing research project typically involves the collection through desk and field research of information such as:
• the size of the market,
• how it is segmented between different types of customer,
• trends,
• an evaluation of the various distribution channels,
• competitor activity – their strategy and performance,
• customer needs – their behaviour, preferences and experiences,
• regulatory and legislation.

How the EMRS helps
Robert Ellinger, Managing Director of leathergoods manufacturer G. Ellinger, explains: "We used to be lost but now we could foresee our sales by offering sales in Japan and thanks to the EMRS for support, we found Japanese department stores to be very powerful and generally to trade on a sale or return basis which led us to conclude that we needed a distributor there to service this requirement. The research also revealed that we had to make some changes to our products, such as reducing the size of belts by three to six inches to match the Japanese physique, and increasing the amount of stitching and accessories to satisfy the Japanese love of detail."
Since appointing the distributor, progress has been swift with sales doubling on average every year for the past five. "Our Japanese research has had sustained and far reaching consequences. Not only has it resulted in excellent overseas sales but, by improving product quality to meet Japanese requirements, we have raised our already high standards of manufacturing to new levels."

Higuchi Mining Tools, Rochester
"Without the EMRS, we would still be looking around conducting manual research in China. The scheme gave you the support and resources to go for now."

G. Corner Electrical Systems Ltd, Manchester
"Three years after using the EMRS to help investigate a potential export market in 2016 we have generated more than £2 million in additional export sales."

Cornish Stalwarts
"As an SME, we cannot afford to make mistakes and the research helped us uncover important information about the way the market operates in Dubai from which we could work out the best way to approach it."



E-Exporting Programme

- **Support for Retailers and Brands to grow e-Commerce**
 - **Advice from Digital Trade Advisors**
 - **Ensure optimisation of your online presence**
 - **UKTI have negotiated discounted rates for UK retailers and brands on some of the world's major e-commerce platforms and e-marketplaces, inc. Amazon (US), Mercado Libre (Latin America) and Alibaba (China).**
- **17% Annual Global growth of online sales since 2007**
 - **UK share of online retailing in 2013 was 12.1%**
 - **The value of UK e-Commerce is projected to reach £68bn by 2018 (£10bn in 2013)**



Export Communications Review (ECR)

- **Helps identify gaps and issues in marketing communications and maximise the effectiveness of communications with overseas customers.**
- **Benefits: handle enquiries from export markets competently, build international image, action plan for improving international communications**



Tradeshaw Access Programme (TAP)

- participate in an overseas trade show as part of a group of UK businesses led by an Accredited Trade Organisation (ATO)
- establish contacts with buyers, agents, distributors and customers
- limited financial support available






UKTI Website

GOV.UK

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[Policies](#) [Publications](#) [Consultations](#) [Statistics](#) [Announcements](#)



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[Meet with an export adviser](#)

[Export country guides](#)

[Expand your business to the UK](#)


[Entrepreneurs setting up in the UK](#)



6 November 2014 — Campaign

Meet with a UKTI trade adviser


It all stacks up - advice from an international trade adviser is free, and it will help your business profit and grow



11 April 2014 — Collection

UKTI international trade services for exporters


Details of UKTI international trade services and help available for UK companies looking to or already exporting.



7 April 2014 — Collection

Business investment in the UK: Guidance for overseas businesses

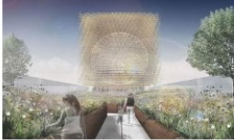
Guidance on why overseas companies should set up and locate their businesses in the UK. Includes information on UK business investment and foreign...



29 October 2014 — Collection

Exporting country guides

UKTI guides for British businesses who are



10 April 2014

UK Pavilion at Milan Expo 2015

UK Trade & Investment is leading work across 8

Latest

Dryden Aqua grows its exports with help from UKTI
published 14 January 2015 Case study

Mining and construction equipment: export help
published 13 January 2015 Collection

The 2015 GREAT Business Award
published 13 January 2015 Guidance

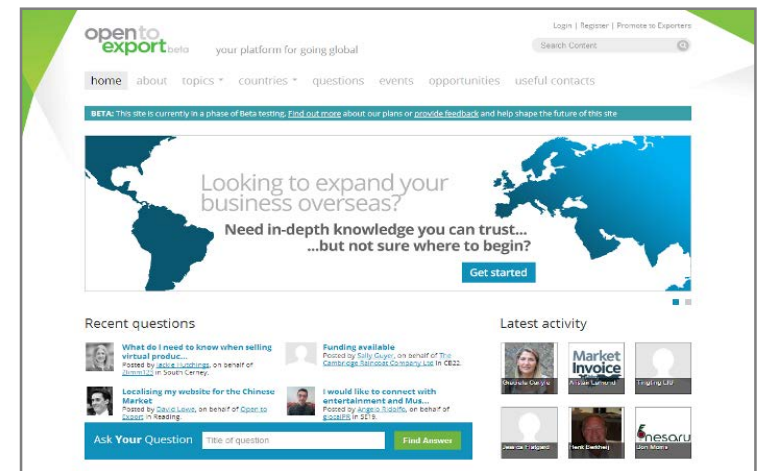




Open to Export

Open to Export is a new and innovative community service where companies can get the support to take their business overseas. Companies can:

- **get bespoke answers to meet their business needs in new markets;**
- **access practical information on all the important export topics from getting started through to cultural essentials;**
- **connect and engage with a range of exporters and service providers;**
- **explore the latest international opportunities for their business.**





Contact

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Questions and Answers

- Thank You!
- Any Questions?