

DEVELOPING YOUR INTERNATIONAL TRADE POTENTIAL

# Taking your international business further



*Fast track to the world*<sup>UK</sup>

In partnership with



# GATEWAY TO GLOBAL GROWTH

## Focusing your international strategy

You probably appreciate many questions need answering before you can decide the best way to grow your business internationally.

Gateway to Global Growth from UK Trade & Investment (UKTI) helps you find the answers.

With the help of our global strategy consultants and internationally experienced advisers you and your management team will clarify how best to achieve growth in the current international business environment, by confirming the right strategic direction for your organisation.

Practical support and guidance, to maximise impact and minimise risks, is available to you in order to help implement your strategy and achieve your international ambitions.

UKTI delivers the programme, through their network of International Trade Advisers in the East of England, and will be able to help you create the optimum scenario for successful entry into markets around the world.



**Some key questions are ...**

- Across global markets, are you targeting your efforts where you can achieve the best return for your investment?
- Is your organisation performing to expectations in those markets, or is there more you could do?

**Have you considered ...**

- Selling more in markets you are already in?
- That there may be more profitable markets for your product/service?
- Innovative products you could produce and sell to new markets?



## Are you hungry for growth?

UKTI's award-winning Passport to Export Programme has helped over 15,000 UK businesses to begin exporting. Now Gateway to Global Growth provides a similar style of practical of help and support for experienced exporters to enable them to take their international business to the next level.

Globalisation means that expanding your business overseas isn't just about picking off the easy markets – when you are hungry for growth sometimes you need to be more adventurous and, with expert guidance, look at markets you may not have considered before.

Before you embark on a new strategy we can assist you in weighing up your options. Successful growth requires careful evaluation of the risks and rewards so you can plan effectively. We can help you build up an information bank so that you can make well-informed decisions before deciding how and when to enter a new market..



# Strategic edge delivers benefits

Strategic added value is the bedrock of this programme, helping you arrive at the optimum approach to enable the successful development of increased international business for your organisation.

## Gateway to Global Growth can help

### Strategically

- By giving you the opportunity to stop and think and breathe new life into your international growth by structured planning and evaluation supported by UKTI
- Your business can benefit from the expertise of UKTI International Trade Advisers and other global strategy development consultants.
- By gaining management commitment and consensus towards growth on an international stage

### Tactically

- Produce a defined market entry plan with timetable which allows forward planning and efficient allocation of resources
- Produce a structured measurable strategy for growth putting you in control of the process
- By conducting an International Communications review and drawing up an action list preparing internal staff to internationalise the image of the business
- Provide Market Visit support funding enabling you to look at a new market opportunity

**It's a simple and easily-accessible package, with everything you need in one place.**

**Gateway to Global Growth automatically enrolls you as a member of the Global Trade Network, which has been set up to enable exporters to share experience and gain new insights on international activity.**  
[www.gtnetwork.co.uk](http://www.gtnetwork.co.uk)

## How does it work?

- **Gateway kicks off with an intensive business review**
- **The review will identify key strategic options for your international growth**
- **It is broad-based – we need to look at all aspects of your business to ensure you can rise to the challenge**
- **We make no apology for being thorough – we need to determine the most appropriate support from UKTI and partner organisations**
- **Whichever growth option you choose, we will ensure that you receive the necessary support to achieve your goals**

**Are you ready to commit to Gateway?**

**To boost your international growth call 0845 641 9955**

## How long does it take?

Successful international growth is a function of how well you serve your client markets! It needs sustained commitment, dedication, perseverance and the strategic direction of company resources. Our experience shows that the time required to achieve growth ambitions varies according to the product, service and markets involved. Feedback from clients on similar strategic UKTI programmes shows that organisations can achieve faster results. We can evaluate with you what is feasible in your individual case.

## How can UKTI help?

UK Trade & Investment can help you focus on the exciting opportunities and challenges that globalisation offers. We work with UK-based businesses to ensure their success in international markets. UKTI East delivers services and supports businesses in the East of England, seeking to win a share of the global market.

## We can help you gain the 'Fast track to the World'



## I Case Study I

### Cambridgeshire manufacturer Qualitetch finds its Gateway to Global Growth

Since the company was founded 19 years ago, March based Qualitetch Components Limited has excelled in the creation of customer specific manufacturing solutions, earning an enviable reputation with customers across the UK and worldwide. In 2002 the company joined the UK Trade and Investment (UKTI) Passport to Export programme, to help them explore the possibilities of exporting and find their feet in their first overseas market.

**Managing Director Alexander Craig said: "The assistance given to our business by UKTI has played a significant role in guiding us through the scary world of exporting. With their support our exporting capabilities have grown to up to 40% of our overall turnover."**

Having conquered locations such as America and the Middle East, Qualitetch has new and exciting business ambitions in mind and a potentially lucrative European market in their sights. The company once again looked to UKTI to help them in their venture, signing up to a new Government initiative, entitled Gateway to Global Growth - a programme aimed at helping already established exporters take their international business further. Qualitetch was the first East of England business to embark on the 12-month programme. Talking about their experience Mr Craig continued: "When we heard about the new Gateway to Global Growth programme, given the previous pedigree of UKTI, we leapt at the chance to get involved. The programme has really enabled us to step back, take stock and examine the right strategic options to enable us to succeed further.

**"The consultants are fantastic. They know how the exporting game works and tapping into their in-depth knowledge has enabled us to draw out core areas of our strategy we needed to evaluate to build and implement an action plan.**

**"Our facilitated discussions helped us identify our future direction of travel and has given us a springboard. What's more, Gateway to Global Growth requires the input and commitment from every aspect of the business, from production to finance, personnel to engineering and development.**

**"We have nothing but thanks and praise for UKTI and the work they do to support commercial ventures in our region. Sometimes as a business you get self-reliant and forget there are people out there who can advise, guide and help you think beyond your own boundaries. Gateway to Global Growth has enabled us as a business to reengage with our operations on all levels and will prove to have been invaluable to our future success."**

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# Are you hungry for growth? Are you looking at new markets?



**If you think the world should  
be your oyster...**

**then it's time to sign up to  
Gateway to Global Growth**

Professional and impartial advice

Help with developing successful  
international strategies

In-depth knowledge of your  
target market

In-market help & support from  
commercial specialists at British  
Embassies around the world

Sector-specific expertise

Building your organisation's confidence  
to repeat export success

Full support to win in a global market

## Solutions for Business

Funded by  
government

Developing your international trade potential is one of a range of UK Government support initiatives called Solutions for business. The “solutions” are available to qualifying businesses, and cover everything from investment and grants through to specialist advice, collaborations and partnerships.

UK Trade & Investment is the government organisation that helps UK-based companies succeed in the global economy.

We also help overseas companies bring their high-quality investment to the UK's dynamic economy – acknowledged as Europe's best place from which to succeed in global business.

UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

For further information please visit [www.ukti.gov.uk](http://www.ukti.gov.uk)  
or telephone 0845 641 9955.

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