



# Kick-start your success in world markets

Helping your business to internationalise

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



I am delighted to write the foreword to this brochure, which explains how we at UK Trade & Investment are able to help you internationalise your business and give you a competitive advantage.

Now more than ever before, UK companies are recognising the opportunities that expanding their business overseas can bring them – and companies competing in a globalised economy are much more likely to expect substantial growth.

We have one of the best trade support networks in the world, with expert staff from across the globe and across a range of sectors who are ideally placed to help you realise this potential.

This brochure explains the scope of what we can offer and how you can access this expertise, which can be tailored to meet your specific needs. It also provides a selection of examples to show how others – perhaps your competitors – have already benefited from our help. Do take time to read it, as I am sure that our experts will be able to help you too.

A handwritten signature in white ink, appearing to read 'A. Cahn'.

**Andrew Cahn**  
Chief Executive, UK Trade & Investment

# Introduction

If your business is looking to make that next move into overseas markets – in terms of export, setting up an office, finding manufacturing partners or agents, developing a network or identifying opportunities then UK Trade & Investment is the organisation to help you get there. We are uniquely positioned to help UK businesses achieve their overseas goals.

In 2008-2009

**over 50%**

of customers using the service claim to have improved their business performance

## **Kick-start your success in world markets**

UK Trade & Investment (UKTI) is the government organisation that helps UK-based companies succeed in an increasingly global economy. Our international trade services are tailored to the needs of individual businesses to help maximise their international success. We have a track record of helping companies of all sizes and all levels of experience to improve their business performance through overseas activity.

The Overseas Market Introduction Service is a bespoke service that puts your business directly in touch with UK Trade & Investment staff in overseas offices. They can help you access vital information and contacts, understand the market environment and identify opportunities. They can also help you set up meetings or promotional events. In short, they can help you to maximise the opportunities and minimise the risks.

## **Uniquely tailored to your needs**

Not only is every business unique, but so is every market, and each has its cultural differences and ways of doing business. We have expert trade advisers in the UK as well as local experts in overseas embassies who can advise on the support that is available in your target market wherever in the world that might be.

Our service is designed around you, the customer. Once our advisers understand your requirements, they can provide the specific information and support you need. This can include relevant market research or contacting target customers or partners on your behalf. And help with building your reputation in the local market, or assistance with overcoming barriers.

## **Enhance your credentials**

While you may be able to buy some ready-made sector reports from research houses or perhaps arrange some introductions through your international bank or accountants, you're unlikely to find the range of international connections or local knowledge anywhere else.

As a government organisation, two things really set us apart. We are totally impartial. We will give open and honest advice about your chosen country, the market situation and the competitor context to enable you to make better decisions. Secondly, as part of the British diplomatic network, our overseas teams can lend real credibility to your business. We can provide unique access to contacts and information. We provide credibility, we can open doors and we can impress – really impress! Through us, you can access venues in embassies or consulates to hold meetings or host receptions and seminars, which can be a very powerful business tool in many countries.

# How it works

## How does it work?

Contact your local International Trade Team to arrange a visit (details on [www.ukti.gov.uk](http://www.ukti.gov.uk) and use the postcode search facility) from your International Trade Adviser (ITA). Our advisers will listen to your plans and agree with you the type of information and support we can provide. This first visit can normally be arranged very quickly and is completely free of charge. Our Trade Advisers will then contact the country or countries in question where our local experts will undertake specific research on your behalf, identify contacts, set up meetings or help to arrange events. If you are already in market, contact the UK Trade & Investment team in the British Embassy, Consulate or High Commission to discuss your requirements.

## How can our service help you?

Business customers tell us that our service has helped them to:

- Understand how to do business in the market.
- Have the confidence to explore or expand in a new market.
- Understand the competition.
- Identify opportunities.
- Access information not available elsewhere.
- Gain access to contacts or partners not otherwise accessible.
- Decide on the best market entry strategy.
- Understand local regulations and standards.
- Overcome barriers to entry or expansion.

- Raise their profile and credibility in the market.
- Organise promotional events or seminars including at official premises (British Embassy, High Commission, Consulate or Ambassador's residence).

As the package is entirely tailored to the needs of each individual business the choice of elements will be designed to best meet your needs. The cost is based on the individual requirements for your business and the amount of detail requested and will always offer significant value.

Why buy an off-the-shelf report that's not quite what you need when you can commission your own?

## On-the-ground experience

There's nothing quite like on-the-ground experience. UK Trade & Investment trade experts live and work in the country you want to do business with. They speak the language, understand the culture and know how business is done in their country. There is no substitute for this kind of advice, and because it's Government it's not only authoritative but completely impartial.

What our teams' expertise can do for your business is to fast-track you to global markets – and to help you do it with confidence and style!





## How Paul Davis & Partners benefited from our service

London-based architects firm Paul Davis & Partners recently broke into the lucrative Chinese construction market with the help of UK Trade & Investment (UKTI).

Known for its skilful integration of contemporary designs in historic environments, the award-winning company is increasingly developing an international portfolio of clients.

In 2008, UKTI carried out some market research in Hong Kong, mainland China and Taiwan for Paul Davis & Partners as part of the Passport to Export programme, as well as providing financial support towards the cost of market visits and facilitating introductions to key contacts. As a result of this assistance, the company won a contract to help in the design of a mixed-use development in Shanghai.

Alec Howard, a Partner at Paul Davis & Partners, said: "Not only has the Overseas Market Introduction Service (OMIS) helped us with business to business introductions, but a recent OMIS that we commissioned helped us to consolidate and raise our profile further in Hong Kong, through a marketing event at the British Consulate." [www.pauldavisandpartners.com](http://www.pauldavisandpartners.com)



# Europe



## How LadyCare Lifetime Limited benefited from our service

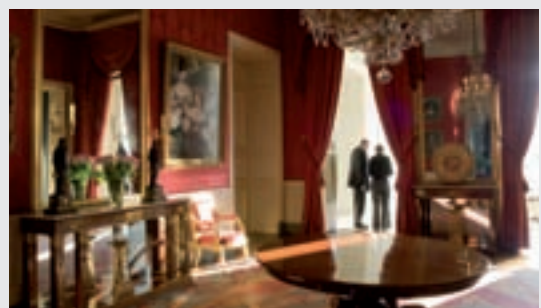
Ladycare Lifetime, a Bristol-based manufacturer of magnetic health products, successfully used UK Trade & Investment's (UKTI) Overseas Market Introduction Service (OMIS) to find a French distributor.

Sales and Marketing Director Chris Chatterton said: "We chose to explore the potential market for our products in France because it is close to home, easy for us to travel to and has over 23,000 pharmacies – double the number that we have in the UK."

After receiving the OMIS report, which identified a shortlist of potential distributors, the company flew out to France for meetings, accompanied by a UKTI representative. As a result, Ladycare Lifetime is currently in negotiations with two French firms and hopes to appoint one of them later this year.

"The advice that UKTI gave us was invaluable," said Chatterton. "If you know that you want to export, it's a 'no-brainer' to work with them."

[www.ladycare-uk.com](http://www.ladycare-uk.com)



# Reach of service

## Where in the world is this service available?

The bespoke Overseas Market Introduction Service is currently available in 99 markets where UK Trade & Investment has teams.

The online service allows you to communicate directly with UK Trade & Investment offices both overseas and in the UK, and is the most effective way of giving you instant access to our service.

If by any chance the country you are interested in is not listed on our website, it would be worth talking to one of our international trade advisers who may be able to suggest other sources of information for you. Alternatively, visit the country pages on our website [www.ukti.gov.uk](http://www.ukti.gov.uk) for information.



“The lead Adviser and the staff at the British Embassy where we held a reception were incredibly supportive and worked tirelessly to ensure our event was a success.”

**Pete Richardson**

Director, The Azalea Co. Ltd.





# Costs and services

## Unrivalled resources

Many companies find that doing business abroad can be more successful when the right introductions have been made, when cultural business etiquette has been followed and meetings held in conducive surroundings. Meeting in a British embassy, high commission or consulate will say far more about your intentions than meeting in some anonymous hotel room. It may not be right for everyone but the credibility and authority that the British Government can bring cannot be underestimated as a business tool.

## How much do the services cost?

A bespoke workplan will be developed and agreed with the Trade Officer in your chosen overseas market, who will be conducting the work on your behalf. The cost of work will vary according to the country, the access to information in those markets and the type of activity required. Typically a small, short report identifying potential distributors can vary from as little as five hundred pounds to a more comprehensive piece of work or number of activities for several thousand.

## What are the services provided?

To ensure your new market entry is as smooth as possible there is a great deal of tailored assistance on offer before, during and after your market visit:

- Pre-visit briefing – one-to-one mentoring with overseas trade teams by email, telephone, or video conferencing.
- Securing appointments with target customers or potential business partners or agents.
- Help with arranging for translation, and advising on business etiquette and culture.
- Organising and inviting potential local partners to receptions, meetings and seminars where you can personally present your product or service.
- Use of official premises and facilities, for example for a product launch or reception.

UK Trade & Investment's overseas experts will propose a programme of support and advice that will provide most business benefit to you. This workplan could propose:

- An in-country/sector overview.
- Country or market analysis – feasibility of your product/ services in the market; opportunities, prospects and evaluation of market-entry strategies.
- Identification of possible business partners, preliminary exchanges with them on your behalf and checking of contacts for you to make during a visit.
- Advice on local conditions including competitors, local regulation, tender procedures, standards, etc.
- Advice on how to access or influence decision makers.

UK Trade & Investment staff also assist with:

- introductions to translators or interpreters,
- local market introductions, eg chambers of commerce and trade associations,
- advice and help on local publicity or the organisation of local events, and
- setting up key appointments or finding relevant tender opportunities.

In some cases there may be additional costs which you will need to meet, such as the catering for an event, seminar or contribution towards rental of the premises. Any costs such as these will be identified in advance and agreed before proceeding with the activity. Staff may also recommend a face-to-face discussion when you visit the market, or in advance, where facilities allow it, by video conference.

The focus and scope of the service may differ by market, depending on the size of the team or the market conditions, so please check with your ITA or Trade Officer overseas.

The service offered is totally flexible and tailored to your needs. If in doubt just ask.



More than

# 70%

of UK Trade & Investment's clients using this service claim to have improved productivity and competitiveness.

“We forecast up to £240,000 worth of new business for the company as a result of the support we received.”

**Paul Goldfinch**

International Sales Director, Polar Krush



## Middle East



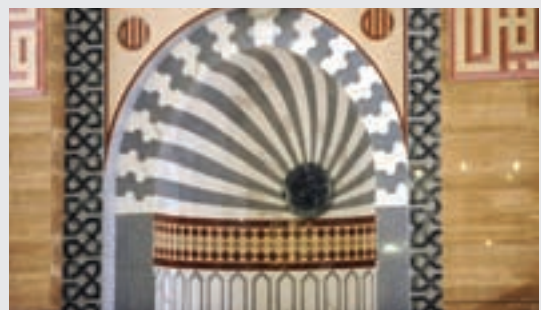
### How SnagR Software Limited benefited from our service

UK company SnagR Software is making great inroads into the Middle East construction market after receiving support from UK Trade & Investment (UKTI).

In 2009, the company commissioned an Overseas Market Introduction Service (OMIS) report on Qatar and Abu Dhabi to identify potential customers for its SnagR PDA-based site-inspection programme. It then joined a UKTI-organised trip to the region, where it had several meetings, notably with Qatari company Pragmatech.

This led to the signing of a formal agreement between the two firms, giving Pragmatech exclusive rights to market, sell and support SnagR for the construction industry in the Middle East and North Africa.

Liz Henderson, Director of SnagR Software, said: "UKTI helped us to identify where likely markets would be for our product. Doors were definitely opened to us that wouldn't have been otherwise. We couldn't have dreamed of a better introduction to the region." [www.snagr.co.uk](http://www.snagr.co.uk)



# Americas



## How Hammonds LLP benefited from our service

UK law firm Hammonds LLP successfully secured business in South America through networking opportunities created by UK Trade & Investment (UKTI).

The firm, which has practices throughout the UK, Europe and Asia, was introduced to UKTI in 2007 and subsequently commissioned an Overseas Market Introduction Service (OMIS) report for South America, initially concentrating on Argentina.

Hammonds then sent a delegation to UKTI-organised law conferences in Buenos Aires and Santiago, Chile. This led to the securing of many new contacts, as well as a contract to act on a significant Chilean dispute that generated substantial fees for the firm.

Paul Oxnard, Partner and Head of the International Arbitration Group at Hammonds, said: "UKTI's networking capacity is outstanding. Through the introductions, we have met people we wouldn't otherwise get to meet. Without a doubt, the organisation has opened doors for us."  
[www.hammonds.com](http://www.hammonds.com)



# Eligibility

## Is it right for me?

If you are a UK-based company, either in the UK or perhaps already overseas, and looking to new markets, we will almost certainly be able to help you. We can also help companies looking to expand or overcome barriers in existing markets. Just check with your local ITA, Embassy, Consulate or High Commission. You can consider investigating just one country or several at a time. We have had UK companies seeking agents or acquisitions that have looked at 80 countries. For most however, one or two countries at a time is plenty. It's worth bearing in mind that some countries are split into areas that operate as separate markets (eg Germany, France, USA) and you may wish to select specific markets rather than the whole country as each market may incur a separate cost.

## What do I do now?

Contact your local International Trade Adviser, or your Trade Officer at the Embassy, Consulate or High Commission if you are already overseas. They will meet with you to discuss your needs, and help you decide whether our Overseas Market Introduction Service or one of our other services can be of benefit to you.

# 3,000

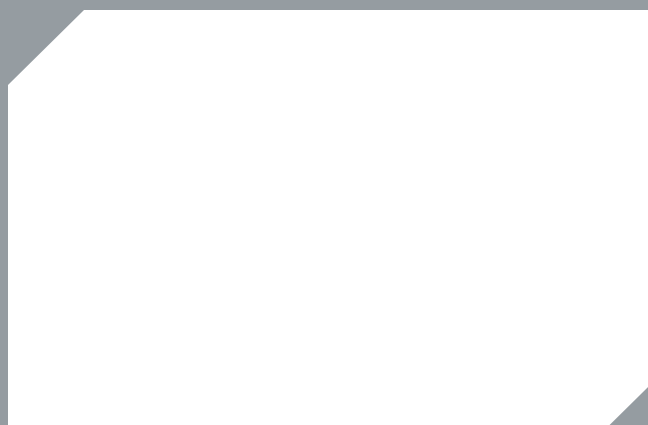
companies used  
the Overseas Market  
Introduction Service  
in 2008-09.



With thanks to the British Embassies, Consulates and High Commissions in Bahrain, Beijing, Istanbul, Mexico City, Paris, Rio de Janeiro, São Paulo and Singapore for their co-operation in the production of this brochure.

In China, OMIS is delivered on our behalf by the China-Britain Business Council (CBBC).

All statistics source: OMB Research, PIMS Results. March 2009.



UK Trade & Investment is the government organisation that helps UK-based companies succeed in an increasingly global economy. Its range of expert services is tailored to the needs of individual businesses to maximise their international success. We provide companies with knowledge, advice and practical support.

UK Trade & Investment also helps overseas companies bring high quality investment to the UK's vibrant economy – acknowledged as Europe's best place from which to succeed in global business. We provide support and advice to investors at all stages of their business decision-making.

UK Trade & Investment offers expertise and contacts through a network of international specialists throughout the UK, and in British embassies and other diplomatic Posts around the world.

For further information please visit [www.ukti.gov.uk](http://www.ukti.gov.uk) or telephone +44 (0)20 7215 8000.

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