



DEVELOPING YOUR INTERNATIONAL TRADE POTENTIAL

# Starting to grow your business overseas



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

In partnership with



# PASSPORT TO EXPORT

A programme to help would-be exporters get it right first time

- Do you want to grow your business?
- Do you think you've got great products or services which you'd like to sell overseas?
- Are you unsure where to start?
- And worse, are you worried about wasting time, getting it wrong and losing money?

In our experience, at UK Trade & Investment, we know that worries about the unknown are one of the main obstacles to exploring the possibilities of exporting.

We also know that once businesses have been through the **PASSPORT TO EXPORT** programme they know exactly how to go about securing overseas business and they go off and do so with confidence. Of course, we continue to be available with advice and help too for as long as it's needed or wanted.

It's a tried and tested route, and over 1500 diverse companies in the East of England have taken advantage of this programme, with significant results. They include innovative biotechnology firms, offering new drug solutions, to classic small manufacturers who began exporting more traditional products.



## The good news is that it's very simple:

- You call us
  - You meet with your dedicated International Trade Adviser.
  - You work with your adviser through three development steps to achieve a personalised result.
- ... And at the end of step 3 it's more than likely that you will be exporting.

## What do you get?

- Professional and impartial advice
- Help with developing successful international strategies
- Advice on market selection
- Introduction to help and support provided by commercial specialists in market at British Embassies around the world
- Sector-specific expertise
- Business opportunities
- Networking opportunities at home and abroad
- Full support to win in a global market

**STEP 1 -  
INTERNATIONAL  
TRADE REVIEW  
“An audit”**

**We do an audit with you and make sure your business has the capacity to achieve growth through exploiting international opportunities. To have a chance of success, you need the right resources, the right product, realistic expectations and commitment.**

**A useful checklist**

- Have you got a competitive product or service for the markets you've got in mind?
- Is your team committed to international business?
- Have you got the finance to develop an overseas market?
- Can you handle the orders?
- Can you respond to customers effectively?
- Have you got the 'right' people in place?
- Have you done any market research yet?
- Are you already operating overseas?
- Do you have a clear and realistic international objective?

**If the answer is mostly yes, you've got the foundations to begin Passport.**

**STEP 2 -  
ENSURING  
CAPABILITY  
“Checking you've  
got what you need”**

**This stage is all about making sure you're ready in all aspects of strategy, planning, finance and resources so that you can decide on your action plan.**

**Export Strategy Development Workshop** – this will equip you with a greater understanding of international business issues and how to tackle them.

**Export Market Research Workshop** – an opportunity to look at how to choose your markets and market segments, consider if your products need adapting and to identify potential customers. You may need to look at undertaking market research at this point.

**Doesn't everyone speak English?**

Better not to assume that just because it's the most commonly spoken language, you'll be fine. Our team of language and cultural experts will be able to guide you on overcoming any communication issues.

**STEP 3 -  
MANAGED  
MARKET ENTRY  
“putting plans  
into action ”**

You'll reach a point when you're ready to convert planning into real action and we'll be right there on hand as you go through the process of implementing your plan, for example when you:

- adapt your product to suit market needs
- identify the best route to market and best partners
- prepare the right selling and payment methods
- sort out marketing and communications
- take necessary steps to overcome any language or cultural barriers

To answer any remaining questions the Market Visit Support Scheme can help you get to the country of your choice and meet potential buyers. When you return we'll discuss results and next steps, providing further advice and information as necessary. And you won't be on your own – we can introduce you to a network of other exporters through Global Trade Network.

**[www.gtnetwork.co.uk](http://www.gtnetwork.co.uk)**

**Call 0845 641 9955 to kick-start your way to export success.**



## Your future could be global

Once you've established yourself in your first overseas market, it's very possible that you'll soon be ready to move on to other markets. Even for experienced exporters there are risks when it comes to entering new markets, so this is where we can help again, with Gateway to Global Growth, to minimise risk and ensure you get it right first time.

Another useful tool is OMIS (Overseas Market Introduction Services), a bespoke service which puts businesses directly in touch with UKTI commercial staff in British Embassies around the world. With OMIS you can conduct market research, plan your market entry, get introductions to potential distribution partners and make use of embassy facilities for events and product launches.

So when you're thinking of new horizons, make sure that calling us is at the top of your list of things to do.

## Innovative five wheeled scooter reaps worldwide success for Luton based company

When Luton-based company Advanced Vehicle Concepts (AVC) set its sights on trading outside the UK they turned to UK Trade & Investment (UKTI) to help them find new markets for their products. The company that designs, develops and manufactures innovative five-wheel mobility scooters is now selling in Holland, Spain, France and Canada, with plans for the USA – thanks to UKTI's Passport to Export Programme.

Graham Nicholls and Fred Brown, the directors behind Advanced Vehicle Concepts (AVC) approached UKTI for help in October 2007 after taking the decision that they wanted to take the company global. They signed up for the Passport to Export programme and were soon at an international trade fair in Dusseldorf targeted at people with mobility needs. They received 70 enquiries from would-be distributors and in 2008 appointed their first European distributor in Holland.

**'We've seen our turnover grow from just £16,000 in 2007 to a forecast of £1.5m this year,' said Graham. 'With new products in the pipeline we're looking forward to a bright future thanks to the help we've received from UKTI.'**

Originally mobility scooters were simple designs with just three and then four wheels with a number of disadvantages inherent in their design for the user. AVC took up the challenge to solve these issues and design a new breed of scooter that would perform beyond these limitations. The result was Quingo – the world's first five-wheeled scooter with Quintell Technology. This unique patented system took the best features of both three and four-wheeled vehicles and improved upon them, delivering the best possible anatomical driving position and stability that exceeds even the most competent four-wheelers.

If AVC needed any confirmation that the new design performs well in safety terms it came when the scooter was tested at the MHRA (Medical and Healthcare Regulations Agency). The model far exceeded the agency's maximum stability requirements.

The company is now making use of UKTI's Overseas Market Introduction Service (OMIS) in order to access even more new markets.

**'It's incredibly helpful to get this kind of information,' said Graham, who believes that the company's development has been helped tremendously by the advice and support it has received from UKTI. 'I'd certainly advise other businesses looking to expand into new markets to make contact with UKTI. Once you've done that it's important to invest the time in working with your representative in order to get the very best results.'**

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**“Top class and a useful service from UKTI as always.”**

Beaumont Ltd

**“The programme has put export at the heart of our strategy – it is a very strategic issue. Many thanks to (the team) for all their help and assistance.”**

Encoline Ltd

**“Very informative and helpful. Professional and very relevant.”**

FRAB Ltd

**“... (our International Trade Adviser) has always responded to our needs and his export experience has been of real use to us in the past 12 months. I would not have been doing what I do now if it had not been for the Passport to Export programme. It is not about financial help, it is about the ongoing commercial help available at all times.”**

Hive Industries Ltd

**“Exceeded turnover target, set up US business, employing additional staff.”**

Filippa Scott



## 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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