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UK  
TRADE &  
INVESTMENT



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# UKTI in the North West



North West International Trade Team

- Single point of contact for all UKTI services.
- 36 International Trade Advisers.
- **In partnership with the Chambers of Commerce in the North West.**
- Work through UK Embassy network, some 98 commercial sections and 2500 staff worldwide.



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# International Trade Matters

- In 2008 the North West Exported £23.5bn – 3<sup>rd</sup> ranking in UK, just behind London.
- The UK Exported £247bn.
- The number of North West Exporters is 7,246 for 2008 – 4<sup>th</sup> ranked in UK.
- Export Markets – Europe 53%. USA 19%. Asia 13% & Middle East 7%.



# Exporting for the SME

- Increases client base and spreads the risk.
- Provide new innovative ideas for UK market.
- Needs management commitment.
- Product must be suitable for Export markets.
- Greater opportunity due to recent exchange rate movements.



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# Sector Support in the North West



North West International Trade Team

- Advanced Eng – **Aerospace**
- Chemicals & Textiles
- **Food & Drink**
- **Environment**
- ICT & Creative
- Bio-tech
- Financial & professional
- Education & Training



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# UKTI Services & Programmes



North West International Trade Team

- OMIS – Overseas Market Introduction Service.
- Export Market Research Scheme.
- Export Communications Review.
- Trade Show Access Programme.
- Trade Missions.
- Business Development visits.
- Passport to Export – Peter Thompson
- Gateway to Global Growth.



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# Overseas Market Introduction Service



North West International Trade Team

- Available to all companies.
- Market analysis and overview.
- ‘Warm contacts’ via commercial officers.
- Comprehensive market research reports.
- Subsidised service: costs from £490 - £1956.
- Lancaster Fasteners - Spain



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# Export Market Research Scheme



North West International Trade Team

- Supported by British Chambers of Commerce.
- Quality Market Research up to £20K.
- Comprehensive reports.
- Professional Marketing Research mentoring.
- Matched funding available.
- Funding Finders – Eastern Europe.



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# Export Communications Review

- For SME's
- Reviews how you present yourselves to potential customers.
- Looks at whole Marketing & Promotional Mix not just Languages.
- Review costs £500+vat but has a £350 subsidy for SME's.



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# Trade Show Access Programme

- For SME's
- Grant Support for exhibitions. Six participations.
- 2 routes –
- Main supported exhibitions £1000 - £1800.
- SOLO exhibitions - £1000.



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# Overseas Missions

- For SME's
- Supported Missions to markets.
- Gives you time to concentrate on business.
- Financial support.
- Need & time for market research.
- Experienced mission managers.



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# UKTI Missions Examples

- Tex-Textile – Frankfurt – 16-18 June
- ChemSpec Europe – Barcelona June
- Equiparto – Paris October
- Music mission – Japan August
- Film Fest – Canada
- Pollutec – Paris December
- Fancy Food Show – USA June
- Arab Health - Dubai January 2010



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# Business Development Visits

- Business visits by Commercial Officers from our Embassy's.
- Give specific market & sector opportunities information for all UK companies.
- Gives you a real and positive message – a stop-go measure.



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# Gateway to Global Growth



North West International Trade Team

- Innovative companies with 2-10 years' experience
- 12 month action plan
- Tailored range of public (UKTI) and private sector support
- Training under development
- Support package in the pipeline



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# Other Export Questions & Answers

- How do you manage VAT?
- How do you manage documentation?
- Can you cover off Legal aspects?
- Links to other exporters.



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# Other UKTI International Trade Services



North West International Trade Team

- North American & South American specialists.
- Strategic Alliance Services & IPR issue support.
- Dedicated Asia Pacific Team.



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# How to Contact UKTI in North West



North West International Trade Team

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## North West International Trade Team

- Email – [info@uktinorthwest.co.uk](mailto:info@uktinorthwest.co.uk)

- Tel: 0845 603 7053

[www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)



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