Realise your export potential

Exporting can help you survive and grow. UK products, services and expertise are in demand across the world.
Realise your export potential

Brian Cooper

International Trade Adviser
Delivering business opportunities around the world

UK Trade & Investment helps UK companies succeed globally and attracts high quality investment to the UK.
Why exporting is good for your business

Proactive exporters:

• Are more productive and innovative
• Are more resilient to economic downturns
• Demonstrate improved financial performance
• Boost international profile and brand value
• Are more likely to stay in business

Source: Nottingham University / UK Trade & Investment
Unique global reach

UKTI staff in British Embassies and Consulates in over 100 countries. Local knowledge and expertise on the ground.
Advice & support

- Export information and telephone advice from International Trade Centres in Bristol & Exeter
- Export training workshops
- Assistance & support from experienced International Trade Advisers for eligible companies
- Information & assistance from UKTI teams overseas
- UKTI website
Help to.....

- Undertake Market Research
- Develop an International Sales Strategy
- Visit & Develop New Markets
- Improve International Communications / Website
- Exhibit Overseas
- Develop & Protect International IPR
Are You Ready to Export?

- Are you committed to market research and development?
- Can you summarise what makes your product or service special and why buyers buy? Will your product or service still be special overseas?
- Do you have any evidence of demand from overseas customers?
- How easily / quickly could you scale up to meet increased demand?
- Do you understand that language and cultural differences will probably require different marketing strategies?
- Do you understand how to price for export markets?
- Do you have sufficient management time?
- Do you have the financial resources to see it through?
Grants and External Funding...

• As you can see it is our advice and help that is most appreciated by companies. Grants where offered are there to encourage companies to take actions they otherwise would not.

• For SMEs some of our help does come with modest grants:
  - Passport to Export - free training + £1,000 match funding
  - Export Market Research Scheme - up to £3,000 match funding
  - Trade Show Access Programme - £1,500 - £3,000 grant
  - Export Communications Review - £250 subsidy towards costs
  - ERDF matched funding (Cornwall) against potential jobs created
Who we are

UK Export Finance is the operating name of the Export Credits Guarantee Department, which is the UK’s Export Credit Agency. Its statutory purpose is to support exports and investments made overseas.

– UK Export Credit Agency established in 1919
– We complement, we don’t compete
– We support exporters of all sizes and sectors
– Trade Finance and Insurance Solutions Group for smaller exporters and medium sized exporters
What we do

UK Export Finance provides :-

- assistance to exporters on trade finance and credit insurance transactions whether in the private market or through UKEF products and services
- trade credit insurance to exporters against the risks of non-payment for amounts owed under export contracts;
- guarantees to banks to support working capital financing and raising of contract bonds on behalf of exporters;
- guarantees to banks and issuers in the debt capital markets in respect of medium/long term loans to overseas buyers who purchase goods and services from UK exporters;
- lending directly to overseas buyers who purchase goods
Contact UK Trade & Investment

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