UK Trade & Investment
Your Partner for International Trade

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Building Your US Aerospace and Defence Business
A Typical Supply Chain

- **OEM** • Boeing
- **Systems Integrator** • Eaton Aerospace
- **Component Maker** • Machinist
- **Raw Material Supplier** • Stockist
Where are you and who do you sell to?

- Boeing
- Eaton
- Machinist
- Stockist

OEM • Boeing

Systems Integrator • Eaton

Component Maker • Machinist

Raw Material Supplier • Stockist

Subcontract design

Tooling / Services
The buyer’s view…

• Buy to forecast - no impulse buys!
• 80% repeat buys (computerised)
• 20% problem purchases
• Some mission-critical problems!
• Reduce non value-added (“airmiles”)
• Cluster with us, embed your team
New prospect? When can you sell-in.

- Current programme – usual suppliers
- Expanding programme – second source
- Mature programme – cost cutting / efficiencies
- New programme - existing suppliers
- New programme - new technology
- Prototype stage – novel technology
- Supply chain disruption – step in!
Who is UK Trade & Investment?

- British Government backed agency
- Supports UK-based firms in exporting
- Assists foreign firms to set up in UK
- Unique global reach
Why is exporting good for business?

• More productive & innovative
• More resilient to economic downturns
• Demonstrate improved financial performance
• Boost international profile & brand value
• More likely to survive and thrive

Source: Nottingham University & UK Trade & Investment
But there are challenges in exporting…

- ‘Exportability’
- Confidence
- Skills
- Information / research
- Resources, costs, finance
- Regulatory, legal, IP issues
- Language, culture
- Logistics
- Getting paid
- Local competition
Don’t worry – we’re here to help!

• Export helpline
• Local & overseas International Trade Advisers
• https://www.gov.uk/government/organisations/uk-trade-investment
• Training
• Market Research
• Overseas Communications
• Exhibiting Overseas
• Extended support programmes
• Export Finance
Export helpline

• Export information
• Specific answers to specific export questions
• Liaison with overseas expertise network

T. 01275 370 944
E. international@uktisouthwest.org
Local International Trade Advisers

- Experienced former exporters
- Strategic export development advice
- Export coaching and mentoring
- Access to UKTI support
UKTI website

- https://www.gov.uk/government/organisations/uk-trade-investment
- Background country information
- Guides to doing business overseas
- Events (seminars, conferences, exhibitions, trade missions, etc.)
- Business opportunities
UKTI Intellectual Property advice

- IP review
- Free assessment of IP protection measures
- Available to SMEs
UKTI Language & Culture advice

• Free advice on language & cultural issues
• Telephone & email delivered
• Regular workshops
• Language podcasts
• Advice on accessing resource support
• Translation & interpreting provider sign-posting
• Available to SMEs
UKTI exhibition assistance

- Tradeshow Access Programme
- Grants for selected international expo participation
- Events across global markets and all sectors
- Funding of £1,500 - £3,000
- Available to SMEs
UKTI market research assistance

• Export Market Research Scheme
• Grant funding for international market research projects
• Internal or external delivered projects fundable
• 50% match funding, £5,000 max. per project
• Available to SMEs (new to selected market, 2 years min. sales track record, 5+ employees)
UKTI market development assistance

• Overseas Market Introduction Service
• Chargeable but subsidised service offering help to:
  - research new market potential
  - identify new strategic business partners
  - arrange market visits, appointments, etc.
  - launch product / service availability
  - organise promotions, events
• Fees start at £390, tailored to specific requirements
Our Aerospace team in the USA

- **David Pasquini (TIO)**  
  West Coast – Los Angeles

- **Josh Williams (TIO)**  
  Midwest – Chicago

- **Ben Brierley (TIO)**  
  North East – New York

- **Initial reference to Ben Brierley**

- **Robin Twyman (Consul)**  
  Contact via David Pasquini

- **Vacancy**

- **Nathaniel Sears (BDA)**  
  North East – New York

- **Brian Chang (BDA)**  
  North East – New York

- **Gus Ratoas (Aero Specialist)**  
  Contact via Ben Brierley

- **David Pasquini (TIO)**  
  West Coast – Los Angeles

- **Initial reference to Ben Brierley**

- **James Forde (BDA)**  
  South East – Atlanta

- **Ian Stewart (TIO)**  
  South East – Atlanta

- **Stuart Baird (TIO)**  
  Washington, D.C.

- **Matt Malarkey (BDA)**  
  Washington, D.C.
Some informative reports

Deloitte - Most up to date document that also provides data by states.

https://www.fas.org/sgp/crs/misc/R40967.pdf
Congressional Research Service - Outdated, but has comparative data between Boeing and Airbus, which may be helpful.

Global Aerospace Outlook Report 2014
ADS report - reveals nine priority markets and provides UKTI with an evidence base for activity in the year ahead
UKTI export communications assistance

- Export Communications Review
- Objective assessment of current int’l communications
- Written report with suggestions for improvement
- General and web focused options
- Service fee of £500 (£250 UKTI grant available)
- Available to SMEs (trading for 2+ years)
UKTI Passport to Export

- 12-month duration training & export development
- Ongoing ITA support throughout
- Strategic advice and action planning
- Free access to multiple training workshops
- Financial contribution toward OMIS
- £250 joining fee
- Available to ‘new to export’ SMEs
UKTI Mid-sized Business Programme

- Ongoing ITA support throughout
- Strategic advice and action planning
- Support from UK Export Finance
- Intellectual Property ‘health check’
- Available to MSBs with t/o £10m-£250m
UK Export Finance

- UK’s export credit agency
- Aim is to share the risks of providing export finance
- Provide insurance to exporters
- Provide guarantees to banks
- Can give loans to overseas buyers

- Formerly known as the Export Credits Guarantee Department
May we help *your* business to Export?

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