UK Trade & Investment

Wednesday, 28th October
Kempton Steam Museum, Middlesex

Call 01904 674 899 to Book

or alternatively visit www.aemt.co.uk/events to find out more and download the booking form.
Ticket price of £35 plus VAT. You can also email us in the office at admin@aemt.co.uk.

Steve Rapley & Heinz Kessel
International Trade Advisers

London International Trade Team
Topics

• Government ambitions
• Advantages of exporting
• What UKTI can do to help?
• Q & A
The UK Government’s ambitions

• For UK exports to reach £1 trillion by 2020

• 100,000 more UK companies exporting by 2020

• One in four UK companies to export (European average) rather than one in five at present
• Support UK companies to grow their business through international trade;
• Connect UK business to the world’s top commercial opportunities;
• Attract high quality inward investment to the UK;
• Establish whole-of-government relationships with major wealth creators and
• Increase exports and investment.

UKTI’s mission
How trade benefits the UK economy

- Exports contribute about 60% of GDP growth
- 1 in 4 jobs in the UK are linked to overseas business
- Makes businesses more competitive, productive and resilient
Why export?

• Improve financial performance, and increase the resilience of revenues and profits.
• Achieve levels of growth & economies of scale not possible domestically.
• Spread business risk.
• Increase the returns on investment in R&D.
• Increase the commercial lifespan of products and services.
• Employ more staff and recruit better people.

£100,000 Of additional sales were made on average within 18 months of working with UKTI.
Why export? (cont.)

Academic research confirms that exporting companies:

- achieve stronger financial performance;
- are more productive and innovative than non-exporters;
- are more resilient to an economic downturn;
- have a higher profile and more credibility; and
- are more likely to stay in business

85% said exporting led to a level of growth not otherwise possible
A British Chamber of Commerce survey recently showed that 46 per cent of London companies were exporting;

London contributes just over half of the UK’s total service exports;

Experian found, 3 of the top 10 areas where businesses have a high potential to export are in London. East Central (EC), West Central (WC) and West (W) have a high level of companies that could export but currently don’t.
Where to Export to?

- UKTI is represented in 107 markets overseas and we work through British Embassies and High Commissions.
UKTI Overview

- Government department working with UK-based businesses to ensure their success in international market
- May include one-to-one help on our export programmes, overseas visits and contacts, or financial support
- International Trade Advisers are experienced international business people who give help and advice relevant to your business.

**UKTI Facts**

- Nearly 600 staff based in the UK, including London and Glasgow and the English Regions
- Just over 1,350 diplomatic and locally recruited specialists working overseas
- 300 specialising International Trade Advisers
- Around 150 sector specialists, who draw on industry expertise to help UKTI meet the needs of our customers worldwide
UKTI trade services

UKTI can give advice on whether a firm is ready to export by:

• developing an export plan;
• counselling on the right markets, and people to deal with in those markets;
• advising on grants for trade missions or overseas trade fairs;
• setting up meetings;
• and generally helping to make business happen.
UKTI trade services portfolio

- Export Savvy
- Passport to Export
- Overseas Market Introduction Service (OMIS)
- Export Marketing Research Scheme (EMRS)
- e-Exporting Programme
- Export Communications Review (ECR)
- Events and Seminars
- Tradeshows Access Programme (TAP)
- Postgraduates for International Business
- Export Insight Visits (Europe)
- Outward Trade Missions
- Inward Trade Missions
- High Value Opportunities (HVOs)
- Aid-Funded Business
- UK Export Finance
- Open to Export
Export Savvy

• Online tool covering multiple topics for inexperienced exporters
• “Bitesize” – written briefings for easy access reference to a wide range of topics
• “Think it Through” – video based learning modules
• Feature SME exporters, distributors and advisors
• Analyse your business, develop conclusions, plan strategy

➢ Benefits: Gain confidence to explore new markets
Passport to Export

• Support programme for new exporters
• Winning and Delivering Business Overseas workshop to develop your export skills and cultural awareness.
• Free impartial advice and support from your local ITA to identify your business needs and develop your company’s export strategy.

➢ Benefits: overcome barriers, develop skills and understanding, with ongoing support,
Overseas Market Introduction Service (OMIS)

- Market intelligence to evaluate effectively and research competitive environment
- Tailored introduction to desired contacts in foreign markets, potential partners, and buyers alike
- Bespoke support from UKTI staff overseas
- Access to British Embassies and Consulates
- A chargeable service that saves you time and money
Bespoke market research: funding possible

Companies are able to carry out research on topics such as:

- Market size and segmentation, Regulations and legislation, Customer needs
- Distribution channels
- Competitor activity, strategy and performance

➤ Benefits: market intelligence to establish a presence in a new market, and reduces risk
E-Exporting Programme

- Support for Retailers and Brands to grow e-Commerce
- Advice from Digital Trade Advisors
- Ensure optimisation of your online presence
- UKTI have negotiated discounted rates for UK retailers and brands on some of the world’s major e-commerce platforms and e-marketplaces, inc. Amazon (US), Mercado Libre (Latin America) and Alibaba (China).

- 17% Annual Global growth of online sales since 2007
- UK share of online retailing in 2013 was 12.1%
- The value of UK e-Commerce is projected to reach £68bn by 2018 (£10bn in 2013)
Export Communications Review (ECR)

- Helps identify gaps and issues in marketing communications and maximise the effectiveness of communications with overseas customers.

- Benefits: handle enquiries from export markets competently, build international image, action plan for improving international communications
Tradeshows Access Programme (TAP)

- participate in an overseas trade show as part of a group of UK businesses led by an Accredited Trade Organisation (ATO)
- establish contacts with buyers, agents, distributors and customers
- limited financial support available
Open to Export

Open to Export is a new and innovative community service where companies can get the support to take their business overseas. Companies can:

- get bespoke answers to meet their business needs in new markets;
- access practical information on all the important export topics from getting started through to cultural essentials;
- connect and engage with a range of exporters and service providers;
- explore the latest international opportunities for their business.
Contact

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Questions and Answers

- Thank You!
- Any Questions?