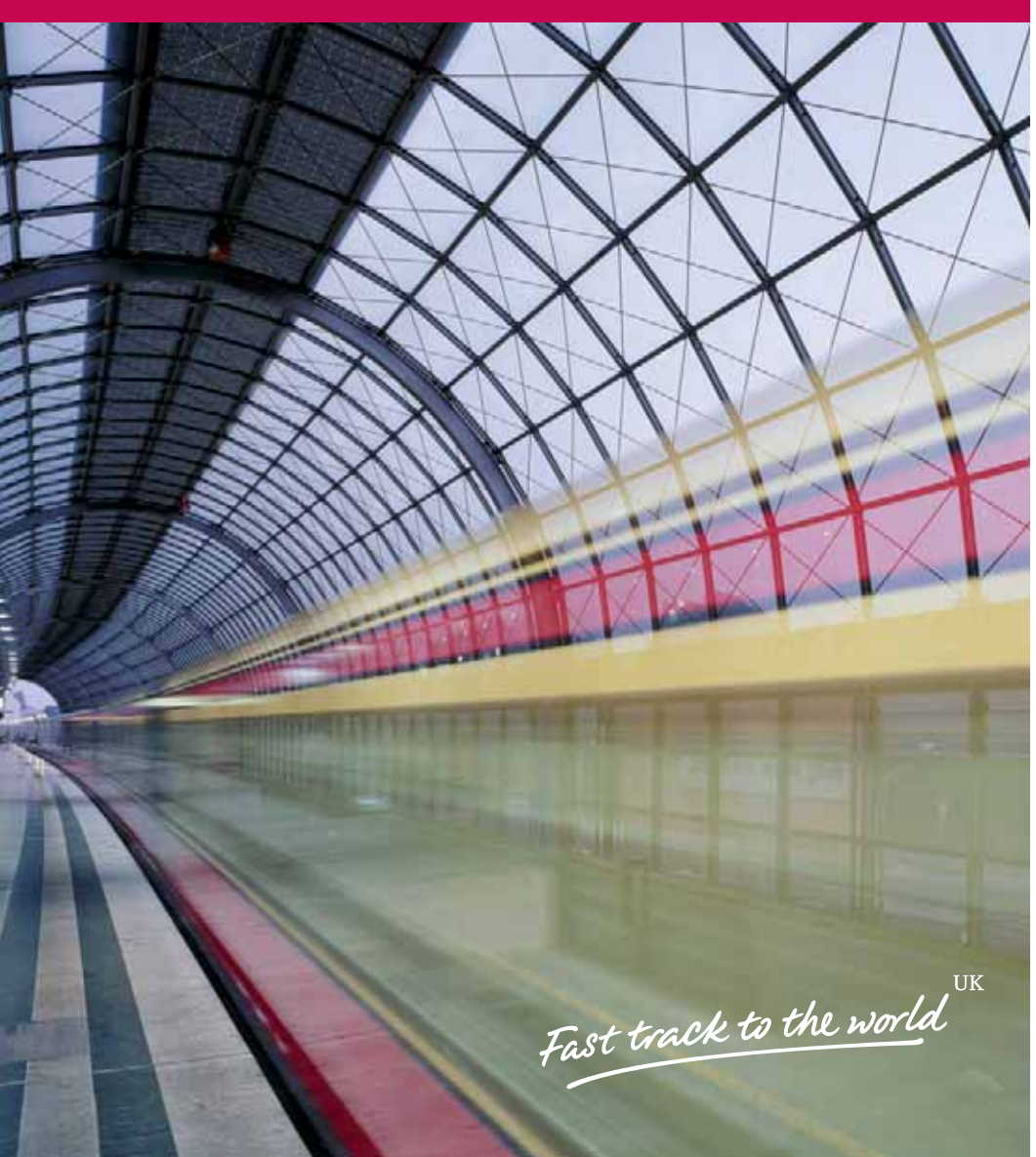




## YOUR SPRINGBOARD FOR GLOBAL GROWTH

AN OVERVIEW OF UK TRADE & INVESTMENT SERVICES



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

# Globalising to succeed

In this period of worldwide economic uncertainty, it is more important than ever that businesses, whatever their country of origin, raise their game to stay ahead of the competition, increase their bottom line and guarantee their future.

Growing your business internationally could well provide the answer that you are looking for.

Building on the country's proud history as a leading trading nation, UK companies recognise the importance of competing in a globalised economy and of becoming leaders in their field, not just at home, but across the world.

And companies from outside the UK are increasingly choosing to locate or expand here, attracted not only by the strength of the UK market, but recognising that it is also a launch pad to further international success.

With the clock now ticking to the opening of the 2012 Olympic and Paralympic Games in London, the eyes of the world are firmly

on the UK. Alongside this, there is a growing global demand for low carbon solutions as the international effort to tackle climate change gathers momentum. These opportunities provide perfect platforms for UK companies to showcase their expertise and do business in overseas markets, and for firms across the globe to make the most of all that the UK has to offer.

With 2,400 staff and a presence in 96 countries, UK Trade & Investment (UKTI) can help UK based companies every step of the way. As the UK Government's international business development organisation, working in close partnership with the English Regional Development Agencies and the Devolved Administrations in Scotland, Wales and Northern Ireland, we can give you the support that you need to help your business expand and prosper.

**"I am a great believer in UKTI activities. They are the catalyst that makes us go out and explore opportunities in far-flung markets."**

Dave Crump, Business Development Director, Avesco Group

# Developing your international trade potential



UKTI offers a range of unique support services to UK companies getting started in international trade.

They include:

- an export health check to assess your company's trade development needs and help develop a strategy and plan of action,
- access to an experienced International Trade Adviser who can provide support as you grow your business internationally,
- specialist help with tackling cultural and language issues when communicating with overseas customers and partners,
- advice on how to go about market research and the possibility of a grant towards approved market research projects,
- ongoing support to help your business continue to develop overseas trade and investigate dealing with more sophisticated markets, and
- advice on a range of international trade help available from UKTI and partnering organisations.

# Accessing international markets

Once the initial homework has been done, UK Trade & Investment (UKTI) can assist new and experienced exporters with information, help and advice on entering overseas markets. To be a successful exporter you need to travel to your target markets and build lasting commercial relationships with your clients and partners. This is not always easy, but UKTI can help you with practical assistance before you go and ongoing help while you're there.

## Our services include:

- information, contacts, advice, mentoring and support from UKTI staff at home and overseas in our network of embassies, consulates and other offices in some 96 markets,
- support to participate in trade fairs and exhibitions overseas,
- opportunities to participate in sector-based trade missions and seminars,
- access to major buyers, governments and supply chains in overseas markets,
- advice on forming international joint ventures and partnerships,
- exploratory visits to new markets, and
- alerts to the latest and best business opportunities.

## UKTI DSO

Defence and security is a growth market, with potential for many UK companies to utilise their technologies, skills and knowledge to export successfully.

UKTI Defence & Security Organisation (UKTI DSO) works with industry and overseas governments to ensure UK equipment, products and services in the two sectors are promoted in the best-possible way and that overseas customers' requirements are appropriately met and supported.

UKTI DSO staff provide specialist export advice and practical assistance, working closely with both industry and the Ministry of Defence to provide the essential government-to-government dimension to company-led marketing campaigns.

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



**“If UKTI hadn’t been involved... I think I’d have stayed thinking that I was really small and the world was really big and the path from one to the other was impossible.”**

Carolle Thompson, Director, ST\*R Learning

# Maximising foreign direct investment

UK Trade & Investment's (UKTI) comprehensive range of services assists overseas companies, whatever their size and experience, bring high-quality investment to the UK.

They include:

- impartial advice on where and how to set up a business in the UK,
- in-depth tailored information, including advice on R&D, tax, human capital and visas,
- introductions to professional advisers and key contacts,
- access, through the UK Advisory Network, to lists of professional service organisations, such as accountants, lawyers and banks, that can support your move to the UK,
- practical help, including visits to suitable locations, finding business partners and accessing financial incentives, and
- a first-class aftercare service, offering investors an opportunity to raise questions and issues about their investment in the UK.



**“ReachLocal is now helping hundreds of London firms leverage the power of Search Marketing, which makes all the hard work worthwhile. Again, we could not have done it without UKTI.”**

John Mazur, CEO ReachLocal UK

Once you're established in the UK, we can then help your company to expand – both in the UK and overseas. We provide support with:

- new UK business opportunities,
- choosing your industry networks,
- having your say in UK Government,
- trading overseas, and
- setting up a European headquarters.

Take advantage of these services and you too could be part of the UK success story.

# Next steps

If you are interested in finding out more about UKTI's unique range of services, we recommend that you register on our website, which contains a wealth of information:

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

It also enables you to find your local International Trade Team and contains contact details of relevant UKTI staff to help you follow up on the areas that are of interest to you.

We also operate a customer enquiry line, which is staffed from 09.00–17.30, Monday to Thursday, and 09.00–17.00 on Friday. If you want to find out more, speak to someone directly or have any questions or feedback, then please give us a call:

**+44 (0)20 7215 8000**

Overseas-based investors and UK-based companies operating overseas can also contact the UKTI team at their local British Embassy, High Commission or Consulate (see website above for details).

Make that first contact and you will be one step closer to your springboard for global growth.

## ADDING VALUE

Independent research shows that:

- for every £1 that UKTI spends, £16 is generated for the UK economy,
- over a 12-month period, UKTI helped over 12,000 companies overcome barriers to entering new markets,
- UKTI's estimated total financial benefit to businesses across all trade services is around £3 billion each year,
- each UKTI service generates over £100,000 in estimated benefits per customer, and
- more than 3,000 companies increased R&D activity as a result of UKTI support in 2007/08.

**“Our association with UK Trade & Investment gave us instant credibility in the eyes of potential partners. I’ve been thrilled with the help they have provided.”**

Louise Rutten, Yellow Culture  
(New Zealand)

## Solutions for Business

Funded by  
UK Government

A range of UK Government support is available from a portfolio of 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, and is responsible for the delivery of the two SfB products “Developing Your International Trade Potential” and “Accessing International Markets”.

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.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk) or telephone +44 (0)20 7215 8000.

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