

Help available for you

Overview

The UK Department for International Trade (DIT) provides tailored support packages for companies who are:

- first time exporters (FTEs)
- small- and medium-sized enterprises (SMEs)
- medium-sized businesses (MSBs)

See:

<https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services> for further information.

In addition, the China-Britain Business Council (CBBC) is the UK Government's chosen partner to deliver China business development services. They work closely with DIT, the British Embassy Beijing and the British Consulates-General in Shanghai, Chongqing, Guangzhou and Wuhan. CBBC has a presence in fifteen cities across Greater China, so their teams are well-placed to assist you with your approach to the market. See: <http://www.cbcc.org/> for further information.

The following details are a selection of support services available for you:

Support from the Department for International Trade (DIT)

Business opportunities

UK companies can benefit from a unique programme presenting real-time export opportunities that you can apply for online, this is part of the drive to significantly increase the number of UK companies exporting.

'Exporting is GREAT' is part of the UK Government's GREAT campaign, and presents live export opportunities to UK businesses across a range of media outlets and digital channels. Hundreds of these export opportunities, with a potential total value of more than £300 million, are hosted on: <https://www.export.great.gov.uk/>.

'Exporting is GREAT' provides business advice and expertise to support you at every step on your exporting journey, from initial interest to selling in-market and using the latest technology to connect these businesses with live export opportunities.

Events and missions

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshow Access Programme (TAP) provides grant support for eligible SMEs to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

The DIT calendar of events has some 400 core events and missions, and 1,000 opportunities across the TAP 'Trade Access Programme' and the English national regions.

DIT Events Portal

The DIT Events Portal provides a single calendar view of all DIT events and missions, and has been developed to provide companies with more-detailed information on each event in order to help them decide on the most appropriate event to attend. The calendar can be filtered and searched by sector and/or market.

There are also detailed events websites which include more information about the event and allow users to register to attend.

The DIT Events Portal is your central hub for business and networking opportunities. Search for future events and missions, register online and network with fellow delegates. See: <https://www.events.trade.gov.uk/>.

DIT webinars

The DIT Webinar Service runs hundreds of free hour-long internet events covering topics, sectors and countries around the world, helping you shape your export plan.

These events allow you to interact with the experts in specific sectors and countries and allow you to ask questions to enhance your knowledge

To see upcoming DIT webinars, please visit: <https://www.events.trade.gov.uk/> and search for webinars.

DIT E-Exporting Programme

DIT's E-Exporting Programme aims to help UK companies get their brands to millions of global consumers and grow their business through online exports. DIT's E-Exporting Programme helps UK companies who are:

- new to selling online

- already selling online, but need help with specific issues
- experienced in online sales, but are looking to sell on multiple platforms globally

The programme enables you to:

- arrange a free meeting through your local DIT office to get expert international trade advice and support, and access to DIT's global network of contacts. See: <https://www.contactus.trade.gov.uk/office-finder>
- meet a Digital Trade Adviser (where relevant), to help you develop and implement an international online strategy
- set up on e-marketplaces quickly and also identify new e-marketplaces around the world
- access better-than-commercial rates to list on some e-marketplaces, including lower commission fees and 'try for free' periods. See: <https://www.gov.uk/guidance/e-exporting#preferentialrates>
- access the 'E-Expertise Bank', a community of over 175 B2B/B2C service providers offering free advice. See: <https://www.gov.uk/guidance/e-exporting#eexpertise>
- join DIT's mailing list for opportunities to hear from industry experts, network with like-minded individuals and find out about e-commerce trends

[Source – DIT/gov.uk]

Support from the China-Britain Business Council (CBBC)

As the UK Government's chosen partner to deliver China business development services, the CBBC – working closely with the Department for International Trade, the British Embassy Beijing and the British Consulates-General in Shanghai, Chongqing, Guangzhou and Wuhan – has a presence in fifteen cities across Greater China, including representation in many regional cities.

This extensive coverage allows you to access their on-the-ground teams to tap into their market intelligence and knowledge. CBBC's China teams can provide:

- market & sector reports
- meeting arrangement
- market research

- local contacts
- identification of market initiatives & opportunities
- in-market activities e.g. seminar, group visits
- identification of potential partners e.g. agents, distributors
- product launch & event organisation

See the 'Resources' section in this guide for details of the CBBC's teams in the UK and across China. For more information on how the CBBC can help you, or on becoming a member, contact: <http://www.cbcc.org/services/research/>.

[Source – China-Britain Business Council]

Support from the Institute of Export & International Trade (IOE&IT)

Raising the profile of international trade qualifications and experienced members is only part of how IOE&IT membership is essential for any individual or business involved with global trade.

Importantly, the IOE&IT also offer access to a unique range of benefits and services specific to international trade:

- Help with any export issues you come across. Our team of experts can help with questions on documentation, export controls, the UK Bribery Act, customs & VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics. Members get free access to our experts via a technical helpline. See: https://www.export.org.uk/page/Export_Helpline.
- A voice for your ideas and concerns. We represent your point of view and feed back to government, HMRC and other influencing bodies on issues that impact you, plus participate in Institute responses to central government with regard to proposed legislative changes.
- A complete range of international trade qualifications – for those that have no experience, up to those who wish to qualify themselves to take a business degree. The Institute's qualifications are widely recognised as providing both employers and employees with the necessary international business practice linked to satisfying career planning and development. See: <https://www.export.org.uk/page/qualifications>.

- A range of short courses giving you the skills and expertise you need to gain a competitive advantage in the challenging and complex world of export, import and international trade. See: <https://www.export.org.uk/page/TrainingCourses>.
- An extensive events programme to help you share information and connect at every level in the international trade community, whether it is sector-specific or regional. See: https://www.export.org.uk/events/event_list.asp.
- Inclusion in surveys to research the attitudes and changes to world trade.

For more information on how the IOE&IT can help you, or on becoming a member, contact the IOE&IT at: <https://www.export.org.uk/page/about>.

Open to Export

Open to Export is the IOE&IT's free, online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media, where businesses can ask any export question, and learn from each other.

Open to Export can be accessed at: <http://opentoexport.com/>.

[Source – Institute of Export & International Trade]

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