

## **Sports Export – Help for new Exporters**

### **Where do I go for advice and resources?**

The best place to start is UK Trade and Investment, the government organisation for helping companies based in the UK achieve their export potential. For companies exporting for the first time or businesses with experience in international trade expanding into new markets they can help develop export capabilities and provide expert advice, reliable data and professional research. UK Trade & Investment website offers a comprehensive range of FREE information with links to other useful sources of advice. Visit [www.trade.uktradeinvest.gov.uk](http://www.trade.uktradeinvest.gov.uk)

### **What about training?**

For a business to succeed in an export market, it is essential that those involved have a level of quality professional training. The Institute of Export runs courses on a wide variety of topics, including the essentials for those starting exporting. For more information, visit [www.export.org.uk](http://www.export.org.uk)

### **Are any grants available?**

There are a number of grants available for exporting. In particular, exhibiting at overseas trade fairs can be a most effective form of export marketing, as can participating in an overseas trade mission. Outward missions provide an extensive framework of both practical and financial help for UK businesses traveling abroad to promote UK goods and services. Eligible companies may be able to recoup a proportion of their costs when taking part in these activities. To find out more about the Support for Exhibitions and Seminars Abroad (IBS) scheme or Outward Trade Missions, visit [www.trade.uktradeinvest.gov.uk](http://www.trade.uktradeinvest.gov.uk)

### **Spotlight on: UKTI's Your Passport to Export Success**

"Passport" is revolutionising government support to inexperienced exporters by providing a new approach to help small companies develop their export business. If you are a new or novice exporter and can demonstrate a real commitment to developing your exports, "Passport" will back you all the way.

Whereas many export initiatives tie you into an inflexible programme, "Passport" allows you to structure the available support to your own needs, to ensure that you achieve your business objectives effectively. It consists of the following key elements:

- An export potential assessment – an objective, free of charge evaluation to determine whether your company is ready and able to export.
- Attendance at an export workshop – a practical and interactive workshop covering the issues that need to be addressed before exporting and how to avoid some of the most common pitfalls. The workshop will also give you the essentials to draw up your own export strategy.

- Help in drawing up your export strategy. This is the key document in "Passport" and will determine how the financial support will be allocated to your company. Once your strategy has been agreed, you will be eligible to receive matched funding through "Business Development Credits" to help you implement it.
- Help in drawing up an export training plan. Alongside your export strategy, you will have a training plan to help you to develop exporting skills within your company. This will be flexible and tailored to your company's needs. Companies receive £500.00 towards implementing it, but will be expected to make a nominal contribution towards the cost, which will not exceed £50.00 + VAT per day.
- Export mentoring – the help of an experienced export professional to provide ongoing advice and help you implement your export strategy. This is provided free of charge as part of "Passport", but is worth approximately £1,500.00.
- Access to the full range of Trade Partners UK export services: export sales leads, market research, foreign language trade literature, all provided free or at a subsidised cost.
- A visit to an agreed market.
- A £500.00 "project completion bonus" paid to your company when you have implemented your export strategy and training plan.

"Passport" has been developed by Trade Partners UK, the government's international trade development arm. It aims to provide simple, effective help that you can structure around your own international trade needs.

#### **Your company is eligible to apply for "Passport" if it:**

- Employs fewer than 250 staff and turns over less than 40 million Euros (and is not part of a group which exceeds these figures)
- Manufactures in the UK or provides a UK based service
- Currently exports less than 25% of its turnover
- Can demonstrate a serious commitment to developing its overseas sales and is willing to commit to all the key elements of "Passport" including training for essential skills

#### **How do I find out more about "Passport to Export"?**

Each region has its own Business Link that is equipped with International Trade teams who can advise companies and enroll them into the scheme, providing they meet the criteria. Details of your local Business Link can be found at the following web page.

<http://www.tradepartners.gov.uk/local/local.shtml>