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Welsh Government

A U T O L I N K 2 0 1 9

S U P P O R T T O E X P O R T

S A R A H J A M E S



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European Regional  
Development Fund**

## Today's presentation

- Why export?
- How we can help
  - First steps
  - Connecting with opportunities
  - Getting to market
  - Financing Export
  - Online support



o v e r v i e w





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# W H Y   E X P O R T ?



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- Exporting can transform almost every aspect of your business.
- Obvious benefits of more sales and greater profits, but trading internationally brings other advantages:
  - businesses tend to become more flexible as they respond to market challenges
  - adapting services or products to serve new markets drives creativity and innovation
  - increased efficiencies through higher volumes and lower costs
  - diversifying customer base and spreading risk



w h y e x p o r t ?





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- Some of the questions you should consider before embarking on your export journey are:
  - Is my business geared to serve a bigger market?
  - Which market should I tackle first?
  - Do I have the resources in place to support my export plans?
  - Are my products or services ready for my target markets?
  - Do I have the necessary “know-how” to confidently go into new markets?
  - How can I find out about shipping, regulations, taxes, import laws ... and all of the other things I need to know?



f i r s t   s t e p s







f i r s t   s t e p s

We can:

- Work with you on a one-to-one basis to help you find answers to your questions.
- Provide support tailored to meet your needs:
  - Developing your export strategy
  - Selecting the best market for you
  - Defining your route to market or in-market partner
  - Financial considerations such as pricing, payments, currency and tax, to name a few
  - Getting to grips with export procedures, regulations and logistics
- Deliver workshops on a range of topics
- Assist you to access other sources of help such as the Department for International Trade (DIT), Chambers of Commerce and the Institute of Export.





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## WELSH GOVERNMENT INTERNATIONAL OFFICES

- We can help you to connect with your ideal partner or customers.
- We have access to experts on the ground in overseas markets
- This worldwide network can:
  - Provide business information at the local level
  - Advise on local trading conditions and regulations
  - Identify and contact potential customers, agents or distributors
  - Arrange face-to-face meetings with interested parties and accompany you
  - There is a charge for some services



o p p o r t u n i t i e s





[Home](#) > [Export Opportunities](#)

# Find export opportunities

Search **19,954** export sales leads and pitch your company to overseas buyers who are looking for products and services like yours.

What product or service are you selling?

All regions and countries



Find opportunities

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HOW WE CAN HELP:  
GETTING TO MARKET



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- Even in a digital age, people do business with people
- Trade missions – Welsh Government and DIT

Missions provide:

- Opportunities for you to engage with potential agents, distributors and even new customers
- A wide range of destinations to reflect current international developments
- Opportunities to exhibit at global trade-shows
- In some instances, we can even contribute towards the costs of your own exhibition or international business development itinerary.



g e t t i n g   t o   m a r k e t





## Welsh Government Multi-Sector Overseas Events include:

- Export Market Visit – Tokyo, Japan – 27 September – 5 October 2019
- Export Market Visit – Kuwait and Oman – 6-11 October 2019
- Export Market Visit – Malaysia and Singapore – 12-18 October 2019
- Export Market Visit – Shanghai and Hong Kong – 1-6 March 2020

## DIT Tradeshow Access Programme (TAP) Events include:

- The Battery Show – Michigan, USA – 10 – 12 September 2019
- Auto Expo Components – New Delhi, India – 6 – 9 February 2020

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- [UK Export Finance](#) is the UK's export credit agency and a government department
- Export Finance Manager based in Wales – Christian Syme
- Mission - no viable UK export should fail for want of finance or insurance from the private market
- Provides finance and insurance to help exporters win, fulfil and ensure they get paid for export contracts
- Products include:

Export working capital scheme

Bond support

- Financial support for firms in exporters' supply chains can now be provided

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# HOW WE CAN HELP: ONLINE SUPPORT



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**Business Wales** Llywodraeth Cymru Welsh Government

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**Search results: 5**

- Get your business export strategy right**  
Category: Starting up and Business Planning
- Is your company export ready?**  
Category: Starting up and Business Planning
- Key Factors for exporting success**  
Category: Starting up and Business Planning
- What is your company's exporting mindset?**  
Category: Starting up and Business Planning
- Why should your business export?**  
Category: Starting up and Business Planning

## Business Online Support Service (BOSS)

**Business Wales** Llywodraeth Cymru Welsh Government

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**Export**  For further support or business advice CALL 03000 6 03000

Home How to export Where to export How we can help Export events

**EDDINGTON SPECIALIST ENGINEERING EXPORT SUCCESS**

MID & SOUTH WEST WALES

## The ExportZone

Department for International Trade For UK businesses For international businesses

**EXPORTING IS GREAT** Sign in

Advice Markets Services  Q

**BETA** This is a new service – your [feedback](#) will help us to improve it.

**IF WE CAN YOU CAN**

Thousands of businesses like yours have increased their sales growth and stability by selling overseas. Explore the potential of exporting with guidance, services and support from the Department for International Trade.

[Watch video](#)

**EXPORTING IS GREAT** UNITED KINGDOM OF GREAT BRITAIN & NORTHERN IRELAND

## Exporting is GREAT

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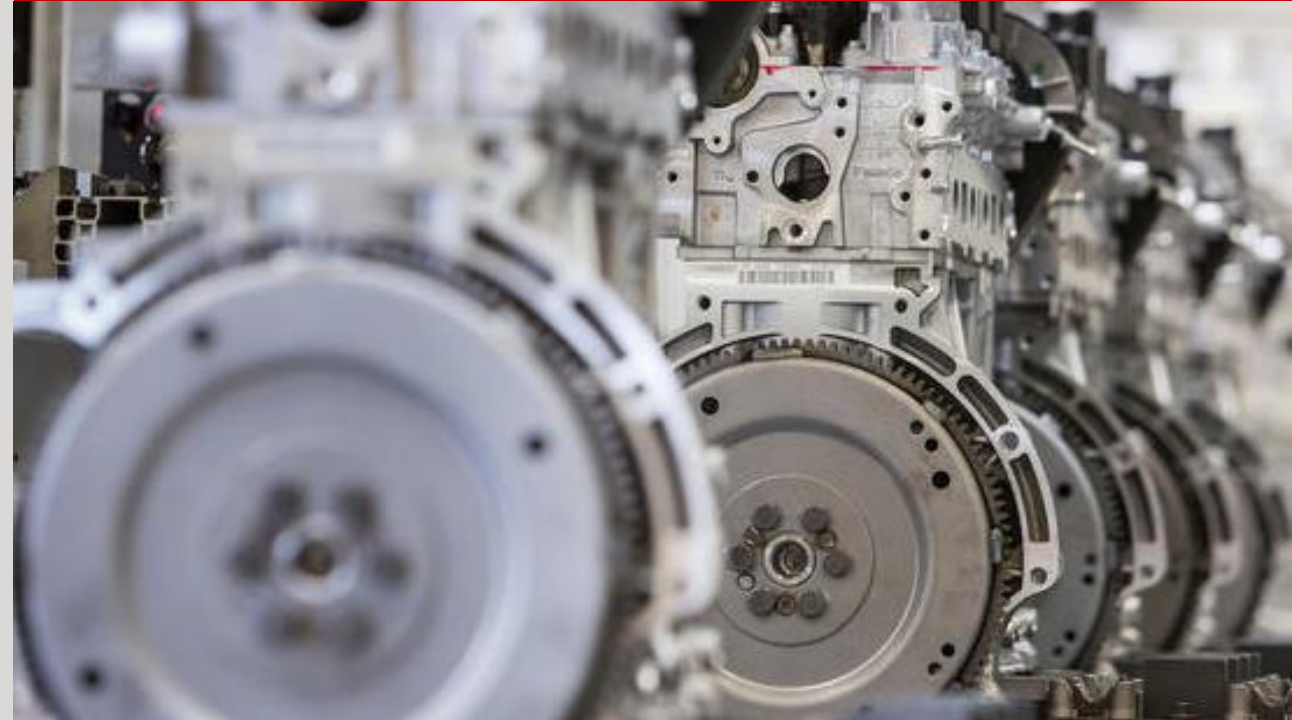
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- Exporting is good for business
- It's not difficult but it IS different
- Do prepare
- Don't expect immediate rewards
- Do take advantage of all of the available support



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D I O L C H | T H A N K Y O U