

# Everybody wants to rule the world



**UK Trade & Investment helps companies realise their *export potential***



**UK Trade & Investment isn't particularly well known, compared to other Government organisations, but, in many ways, it is just as important.**

Its aim is to help UK-based companies succeed in the vibrant international marketplace. It is also keen to help more businesses run by people from ethnic minorities.

Any company that wants to trade in a different economy could do a great deal worse than to make UK Trade & Investment its first port of call.

There are many reasons why a business may choose to start trading overseas. Greater profits or transferring domestic success are good reasons but

sometimes a service or product is simply more appropriate to another country. There have also been many instances when UK Trade & Investment has been approached by people who want to develop business links with their country of origin.

International Trade Advisers (ITA), who work on behalf of UK Trade & Investment, have decades of exporting knowledge and experience covering every economy in the world. Indeed, the list of countries it

specialises in would make Phileas Fogg's head spin.

The tailored advice will prepare a company for developing in a new and exciting market by detailing it about the culture, language and nuances of how business is conducted in a certain economy.

Planning at this stage is vital – a gesture here and a gesture there could be the difference between striking a deal and leaving with nothing.

ITA Toyin Laketu said: *"We really want to help people from companies with international ambitions. Our impartial advice can improve marketing, recruitment and your understanding of different economies."*

**"It's really rewarding to see a company evolve and start to trade internationally, the best part of this job is seeing businesses realise their goals,"** added ITA Elaine Cameron.

UK Trade & Investment also deliver specialised events aimed at educating businesspeople about opportunities in Europe and further afield, for example, China, India, Vietnam and America.

A typical event will often include presentations from UK-based companies that have actually succeeded in a particular marketplace.

For those companies who want to cover every base, UKTI-led trade visits are ideal.

There are so many advantages to travelling to a country in this way. For a start you will be with people who are in the same boat; allowing you to network, exchange ideas and, above all, share a vast pool of intelligence.

Many people only stop short of trading abroad because they assume that the process is plagued

by legislation and akin to rocket science. UK Trade & Investment are here to demystify the world of export and demonstrate that, for those who are committed, it can be a very rewarding experience.

Trading overseas is not only a great way of increasing productivity; it can also help ensure that a business has more chance of survival if the UK economy begins to slow.

**According to recent research companies that operate overseas have a greater chance of survival.**

There is also no discrimination when it comes to the industry in which you are dealing, your own background and or the people to whom you are selling. UK Trade & Investment has a proven track record in helping companies in the music, electronics, fashion, food & drink, publishing, jewellery, energy, sport industries and many more besides. One of the many companies UKTI have helped is Dalgety Tea. In order to start his business Mark Dalgety, an award-winning entrepreneur originally from the Caribbean, used the only £1000 he had to his name (and that was on a credit card!) to buy some tea from his native country.

After successfully shifting it in the UK, and making a tidy profit in the process, he decided to start exporting. Now he is an international success – trading all over the world.

Another business with ethnic roots – Cando Education - uses traditional wooden blocks with engraved letters to help children with spelling and language. Meanwhile, One Hand Can't Clap, specialise in teaching children about history through 'old wives' tales'. They have succeeded in Jamaica, Africa and all over Europe.

BIS Publishing has also had its series of children's books – documenting the achievements of black legends, such as Ghandi and Martin Luther King – translated into several languages for distribution in Africa.

**UK Trade & Investment are here and waiting to help more UK businesses, after all, you're not asking for the earth – just some of it.**

For more information go to [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)

Or call 0207 234 3052

## International Gateway 4 Suppliers



Supporting small businesses to widen opportunities and overcome barriers

**This project encourages and supports businesses to take advantage of new commercial opportunities generated by and around the 2012 Games.**

The project, International Gateway for Suppliers, helps exploit domestic procurement possibilities around the 2012 Games and maximise international trade opportunities of the 2008 Beijing and 2010 New Delhi Games.

International Gateway for Suppliers is the one of the latest additions to the array of international trade services provided by GLE oneLondon. The expert team offers support to growing businesses to help broaden opportunities and overcome barriers. A particular focus is on businesses led by women, disabled people or people who are black, Asian or minority ethnic.

Businesses can expect to receive a wealth of expert knowledge, explore key examples of best practice from the 2008 and 2010 Games, build links with international partners, receive guidance in how to submit a strong tender, receive advice on how to internationalise a business and how to source partners for bidding. GLE oneLondon is working in partnership with a number of organisations representing black, Asian and minority ethnic groups to deliver this programme and the project is funded by the London Development Agency.

As part of the project, GLE oneLondon is organising quarterly Business Clubs, the next one will take place towards the end of April, and a Trade Mission to Beijing which will take place in October.

Interested?

Contact Monica Montero at [monica.m@gle.co.uk](mailto:monica.m@gle.co.uk) or for further information, visit [www.gle.co.uk/onelondon/existing/IG4S.htm](http://www.gle.co.uk/onelondon/existing/IG4S.htm)

