

Support for Exporters

investni.com/export



Find export markets, develop practical know-how and join trade visits and exhibitions – all with Invest Northern Ireland’s help.

If you want to export to international markets we can provide access to Trade Advisers based around the world, alongside a range of tailored export programmes and specialist consultants.



Our expert advice and guidance will provide everything you need to know to export, from assessing your level of readiness, to devising the best export strategy.

Support is available to customers of Invest NI that can satisfy eligibility criteria. Where applicable, costs and financial assistance limits will apply.



Target & Research your Export Markets

Trade Advisory Service

Our Trade Advisory Service (TAS) offers 1:1 support from an export adviser to help identify and address your company's specific challenges to selling successfully outside Northern Ireland.

A tailored plan to address these challenges is then developed in conjunction with your TAS export adviser and Invest NI.

TAS can be used for:

- Overseas Market Research
- Market Scoping
- Market Entry Planning
- Targeting and Lead Generation
- Identifying in-market partners
- Practical advice and guidance on how to break into overseas markets

TAS can be used in various world markets and includes GB and RoI. The service is available to Invest NI customers who can demonstrate the potential to sell outside Northern Ireland for the first time, or a business that is exporting and has the potential to expand into new markets.

Customers can access up to 5 days free TAS support when making their first application for support to target markets outside GB/RoI.

TAS projects can be up to 10 days and may be used in conjunction with participation on an Invest NI Trade Mission/Exhibition, or as a standalone project where you are researching a specific market.

Practical Export Skills Workshops

Develop your exporting skills and knowledge with our series of interactive one-day workshops.

Workshops available include:

- Develop and Deliver a Compelling Sales Pitch
- Effective Selling Skills
- Sales Prospecting, Telesales & Successful Networking
- Social Media for Sales Optimisation
- Export Documentation & Logistics - An Introduction

Offering practical advice and guidance, our workshops are suitable for businesses of all sizes, whether currently exporting or planning to export.

Business Information Centre

Market research is critical to export success. We can help you to target your export activities effectively by providing in-depth information and guidance on how to break into new markets.

Our Business Information Centre at Invest NI's headquarters in Belfast contains extensive market intelligence including market reports, company databases, worldwide business directories, trade publications, guidance on import/export procedures, potential funding sources and legal agreements.

We also provide a NI Alert Service (Tendertap) enabling companies to identify local and international contract opportunities from a wide range of public sector organisations.



Target & Research your Export Markets

Overseas Market Introduction Service

The UK Department for International Trade (DIT), through its overseas network, can help you to develop a tailored export plan to enter new markets.

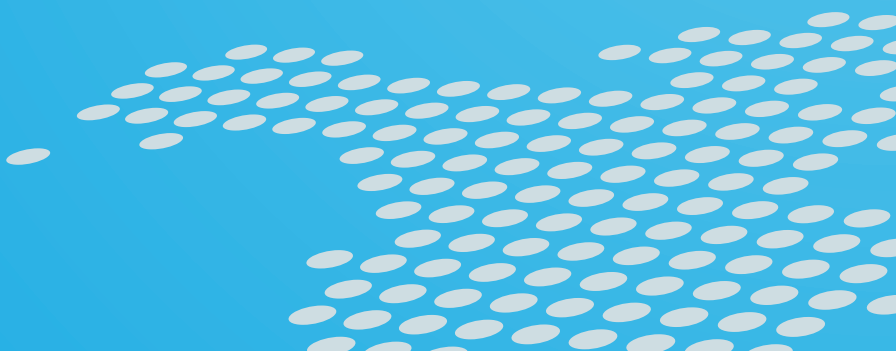
If your company is based in the UK, the Overseas Market Introduction Service (OMIS) can help you to:

- Access the right international contacts or partners
- Find the best way to do business in a market
- Achieve a successful market entry strategy
- Increase profits by using effective overseas promotion

Companies must contact Invest NI prior to an OMIS application in order for assistance to be considered.

To find out more visit:

www.gov.uk/guidance/overseas-market-introduction-service



Develop your Export Markets

Seminars / Roadshows / Workshops

Find out about business opportunities and culture in a specific export market with our free seminars, roadshows and workshops.

We use our seminars to recruit companies for market visits on Invest NI's Overseas Events Programme. By attending these events you will gain a deeper understanding of the business opportunities in specific markets, enabling you to evaluate the benefit of participating.

Invest NI Overseas Events Programme

In an increasingly small global marketplace we can help you to discover new business opportunities through our programme of international trade missions and exhibitions.

We offer both sector focused and multi-sector trade missions and whether you choose to attend exhibitions as a visitor or as part of a stand, our experienced trade team will be on hand with advice and guidance to prepare you.

To find out more or view previous export events visit:

[www.investni.com/trade-mission/
export-events.html](http://www.investni.com/trade-mission/export-events.html)



Develop your Export Markets

Export Market Visits

Export Market Visits can help your company to independently visit a new market, to promote a new product, or to attend an event not included in our Overseas Events Programme.

Translation / Interpreting / Legal Services

To help your company develop export sales in a new or challenging market, we can provide financial assistance towards the cost of:

- Translation of marketing collateral, including website and online activity, where you can demonstrate that you are actively engaged in developing that particular market.
- Interpreting services for Invest NI supported export activities i.e. export market visits or sales presentations.

- Specialist legal services in the preparation of agent or distributor agreements and establishing a legal entity in an export market.

SOLEX - Support for Exhibitions

The Sorex Programme supports businesses to exhibit independently at an approved trade exhibition outside Northern Ireland, where an Invest NI group stand is not present or where Invest NI cannot facilitate your company on a group stand.

Pitch Optimisation Programme

Delivered across 2 half day training sessions and free to Invest NI customers, the Pitch Optimisation Programme helps companies to develop the skills required to confidently and effectively pitch to customers in export markets.

Going Dutch

Explore new opportunities in the Netherlands with our Going Dutch Programme.

The Going Dutch Programme targets small businesses that have an internationally tradeable product or service with wrap-around support to take their first steps into exporting.

The Programme includes consultancy support, workshops, a group market visit to the Netherlands, supported visits and a follow-up action plan.

Graduate to Export Programme

The Graduate to Export Programme is open to Invest NI customers who wish to expand their business internationally with the assistance of a support graduate.

Participating companies will develop their international business capabilities, gained from having a graduate dedicated to market research. On completion of the programme, participants will have an export development / market entry plan for a chosen export market.

Grow Beyond - First Time Exporter Programme

The First Time Exporter Programme offers Invest NI customers targeting the Republic of Ireland or Great Britain:

- 3 workshops including Targeting and Researching your Export Market, Considerations for Developing Your Market, Distribution Channels & Partners.
- 5 days 1-1 mentoring
- Support to develop a Trade Action Plan
- Support towards Export Market Visits

Develop your Export Markets

Enterprise Europe Network

Invest NI is the regional host organisation for the Enterprise Europe Network (EEN), the world's largest business support network, with 600 partner organisations in over 50 countries helping businesses innovate, grow and succeed. In conjunction with Innovate UK, EEN can help NI SME's in the UK access innovation, funding and export market support.

To find out more visit:
www.enterprise-europe.co.uk

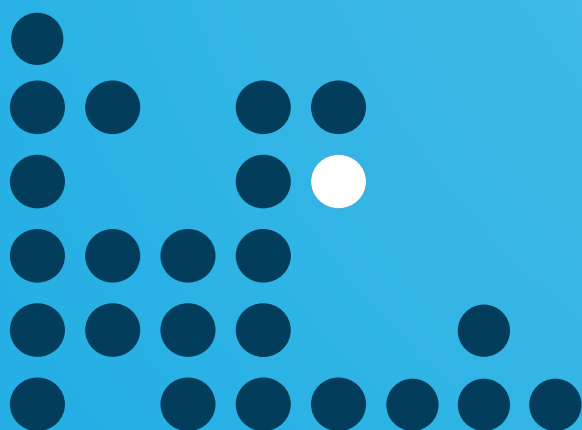
UK Export Finance (UKEF)

UK Export Finance is the Government department that works with companies, banks and overseas buyers to support financing of UK Exports and Investments across the world. UKEF provide guarantees and insurance policies that complement those on offer in the private sector alongside guidance on export finance.

To find out more visit:
www.gov.uk/government/organisations/uk-export-finance

Financial Details

For further information on the financial assistance available and costs in relation to the Trade Services offered by Invest NI, please refer to the Financial Assistance table that follows.



Financial Assistance & Costs

Type of Support	Level of Support	Cost
Business Information Centre	Desk Research and Tender Alert services	Use of the Centre is free, charges apply for Tendertap Tender Alerts
Grow Beyond - First Time Exporter Programme	Three workshops, 3 days mentoring, an export plan and support for Export Market Visits	£225 + VAT
Graduate to Export Programme	Training support and 50% of graduate salary (up to 18 mths)	Graduate salary costs
Export Market Visit (EMV)	Assistance towards travel and accommodation. Limits apply	All costs must be paid in full prior to claiming for financial assistance
Practical Export Skills Workshops	1 day workshops	£50 per workshop
Going Dutch Programme	Comprehensive level of support, including in-market research, market visit and follow-up	£1,000 + VAT
Invest NI Overseas Events Programme	Assistance towards approved eligible costs including travel and accommodation and, where applicable, exhibition participation. Limits apply	All costs must be paid in full prior to claiming for financial assistance
Overseas Market Introduction Service (OMIS)	Reimbursement determined by the length of the OMIS project. Limits apply	Costs are set by UK Department for International Trade (DIT). Companies must pay the cost in full prior to reimbursement
SOLEX - Support for Exhibitions	Assistance towards exhibition participation, including where applicable, approved eligible travel and accommodation costs	Costs of up to £4,000 are supported by a maximum grant of 50%. All costs must be paid in full prior to claiming for financial assistance
Trade Advisory Service (TAS)	Up to 10 days per project. Limits apply	£125 + VAT per day

For enquiries or further information visit
www.investni.com or call **0800 181 4422**

For more export information visit
www.nibusinessinfo.co.uk/exporting