

*Accessing Support  
for CESA seminar  
17<sup>th</sup> Jan 08*

Prepared by  
John Vernon  
KV International Ltd

[www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)

---

- Go to read more about exporting fm UK
- Register a new business account
- Also enter your post code which will give you access to your local trade adviser
- Click also at top of site for pages on sectors, countries and services
- Sectors of interest food and drink, leisure, sports give you a real person at bottom of page for handling enquiries

[www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)

---

- Countries, again contact at end of page
- Services divided into 3 sections on
- Advice and support
- Information and opportunities
- Making it happen

## Advice and support

---

- Contact International Trade Adviser in yr region who can advise you on extra support available in your region
- Passport to Export scheme still running, varies but typically offers match funded £2,000 for qualifying SMEs
- A SME as defined by EU turns over under €50 m and employs under 250

## Information and opportunities

---

- Business alerts once you register on sales leads, trade fairs overseas, seminars in UK, & look at yr region's site
- OMIS cost from £225 to £1,800 specific to market for help from embassy with buyer contacts, events organisation
- EMRS for market research funds up to 50% of cost for projects up to £20,000

## Making it happen

---

- TAP supports SMEs exhibiting with associations eg Gulffood up to £1,800 or alone through SOLO scheme to £1,500
- MVS supports SMEs new to export or visiting emerging markets with travel
- Innovation scheme (SMART) with RDAs to support companies in technology field (can include technology driven feature)

Try to narrow search use also  
eg CESA Distribution Database  
EMRS Criteria to select market



## Which markets for eg hotels

---

- Market size (number good star hotels)
- Growth (in tourist and business market)
- Ease of access (tariff issues, regulation, product and quality specification)
- Competition and IPP
- Do Buyers exist (who can pay fair price promptly and sell/market effectively)

## Some Tourism figures International Arrivals 06

---

- Europe + 4%
- Americas + 4%
- Asia + 10%
- Africa + 8%
- Middle East + 7%
- And excluding W Europe and Americas
- ChinaHKMacao 77 m
- Russia 20 m
- Turkey 19 m
- Malaysia 17 m
- Poland 15.7 m
- Thailand 14 m
- Hungary 9.2 m
- Croatia 8.7 m
- Egypt 8.6 m
- India 4.4 m

Some trade officers overseas  
firstname.surname@fco.gov.uk

---

- China Jason Wang
- HK Joann Kok
- Sing Valsa Panicker
- India Kiran Sharma
- Dubai Victoria Cox
- SA Tareq alSharafa
- Turkey Guliz Kiymaz
- CIS Anna Avetisan
- Cz Zuzana Nagyova
- H Barbara Eotvos
- S Steve Angus
- Spain John Hankin
- Gr Leo Panousakis
- S Africa Ross Hunter

## Regional trade advisers

---

- NE [jeff.bean@ukti.rito.co.uk](mailto:jeff.bean@ukti.rito.co.uk)
- NW [jayne.hunt@foodnw.co.uk](mailto:jayne.hunt@foodnw.co.uk)
- YOH [gail.leathley@uktradeinvest-yh.org.uk](mailto:gail.leathley@uktradeinvest-yh.org.uk)
- WM [helenb@hwchamber.co.uk](mailto:helenb@hwchamber.co.uk)
- EM [jane.johansen@uktiem.co.uk](mailto:jane.johansen@uktiem.co.uk)
- EE [stephen.cook@eeia.com](mailto:stephen.cook@eeia.com)
- SW [stuartr.thomas@ntlworld.com](mailto:stuartr.thomas@ntlworld.com)
- SE [chris.hancox@uktisoutheast.com](mailto:chris.hancox@uktisoutheast.com)
- LON [robfulse@uktilondon.org.uk](mailto:robfulse@uktilondon.org.uk)

## Some sites for information apart from [uktradeinvest.gov.uk](http://uktradeinvest.gov.uk)

---

- [britishchambers.org.uk](http://britishchambers.org.uk)
- [chamberonline.co.uk](http://chamberonline.co.uk)
- [englandsrdas.com](http://englandsrdas.com)
- [cityoflondon.gov.uk/libraries](http://cityoflondon.gov.uk/libraries) go to city business library free access to reports
- [unwto.org/facts](http://unwto.org/facts)
- others with key words eg yellow pages