

Help available for you

Overview

The UK Department for International Trade (DIT) provides tailored support packages for companies who are:

- first time exporters (FTEs)
- small- and medium-sized enterprises (SMEs)
- medium-sized businesses (MSBs)

See: www.gov.uk/government/organisations/department-for-international-trade/about/about-our-services for further information.

In addition, the British Chamber of Commerce in Mexico can assist with business matching and referrals, market studies, events and advice, and the Institute of Export & International Trade can help with a 'Technical Help for Exporters Helpline', professional recognition, continuing professional development (CPD), discounts, communications, networking events, special interest groups (SIGs) and a job board.

See: www.britishbusiness.mx/services and www.export.org.uk/page/Membership_Benefits for further information.

The following details are a selection of services available to help you:
Support from the Department for International Trade (DIT)

Business opportunities

UK companies are set to benefit from a unique new five-year programme presenting real-time export opportunities that you can apply for online. This is part of a move to get 100,000 additional companies exporting by 2020.

'Exporting is GREAT' is part of the UK Government's GREAT campaign, and presents live export opportunities to UK businesses across a range of media outlets and digital channels. Hundreds of these export opportunities, with a potential total value of more than £300 million, are hosted on: www.export.great.gov.uk.

'Exporting is GREAT' provides business advice and expertise to support you at every step on your exporting journey, from initial interest to selling in-market, and includes a year-long roadshow travelling the UK, giving face-to-face assistance to potential exporters, and using the latest technology to connect these businesses with live export opportunities.

Events and missions

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshow Access Programme (TAP) provides grant support for eligible SMEs to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

The DIT calendar of events has some 400 core events and missions, and 1,000 opportunities across the TAP 'Trade Access Programme' and the English national regions.

DIT Events Portal

The DIT Events Portal provides a single calendar view of all DIT events and missions, and has been developed to provide companies with more detailed information on each event in order to help them decide on the most appropriate event to attend. The calendar can be filtered and searched by sector and/or market.

There are also detailed events websites which include more information about the event and also allow users to register for an event.

The DIT Events Portal is your central hub for business and networking opportunities. Search for future events and missions, register online and network with fellow delegates. See: www.events.trade.gov.uk.

DIT webinars

The DIT webinar service runs hundreds of free hour-long internet events covering topics, sectors and countries around the world, helping you shape your export plan.

These events allow you to interact with the experts in specific sectors and countries and allow you to ask questions to enhance your knowledge.

To see upcoming DIT webinars, please visit: www.events.trade.gov.uk and search for webinars.

Other DIT services

DIT assists new and experienced exporters with information, help and advice on entering overseas markets such as Mexico. These services include:

- An Export Health Check to assess your company's readiness for exporting and help develop a plan of action
- Training in the requirements for trading overseas
- Access to an experienced local International Trade Adviser
- Help to grow your business through online exports
- Specialist help with tackling cultural issues when communicating with Mexican customers and partners
- Advice on how to go about market research and the possibility of a grant towards approved market-research projects
- Ongoing support to help you continue to develop overseas trade, and look at dealing with more-sophisticated activities or markets
- Information, contacts, advice, mentoring and support from DIT staff in the UK and their network of staff in Mexico
- Support to participate in trade fairs in Mexico
- Opportunities to participate in sector-based trade missions and seminars
- Access to major buyers, local government and supply chains in Mexico
- Advice on forming international joint ventures and partnerships
- Exploratory visits to Mexico
- Alerts to the latest and best business opportunities

To find out more about commissioning any of these services, contact a DIT Export Adviser at: www.contactus.trade.gov.uk/enquiry/topic for a free consultation, or see further details at: www.gov.uk/government/organisations/department-for-international-trade/about/about-our-services

DIT E-Exporting Programme

DIT's E-Exporting Programme aims to help UK companies get their brands to millions of global consumers and grow their business through online exports. DIT's E-Exporting Programme helps UK companies who are:

- new to selling online

- already selling online, but need help with specific issues
- experienced in online sales, but are looking to sell on multiple platforms globally

The programme enables you to:

- arrange a free meeting through your local DIT office to get expert international trade advice and support, and access to DIT's global network of contacts. See: www.contactus.trade.gov.uk/office-finder
- meet a Digital Trade Adviser (where relevant), to help you develop and implement an international online strategy
- set up on e-marketplaces quickly and also identify new e-marketplaces around the world
- access better-than-commercial rates to list on some e-marketplaces, including lower commission fees and 'try for free' periods. See: www.gov.uk/guidance/e-exporting#preferential-rates
- access the 'E-Expertise Bank', a community of over 175 B2B/B2C service providers offering free advice. See: www.gov.uk/guidance/e-exporting#eexpertise
- join DIT's mailing list for opportunities to hear from industry experts, network with like-minded individuals and find out about e-commerce trends

Open to Export

Open to Export is DIT's free, online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media where businesses can ask any export question, and learn from each other.

Open to Export can be accessed at: <http://opentoexport.com/>.

In-market support from DIT

If you already export, and have decided Mexico is part of your business strategy, you are advised to contact the DIT team in Mexico City prior to your visit, to discuss your objectives and what help you may need (see the 'Resources' section at the end of this guide). They can provide a range of Mexico-specific services for you, including the provision of market information, validated lists of agents/potential partners, key market players or potential customers; establishing interest from such contacts; and arranging

in-market appointments for you. In addition, they can also organise events for you to meet contacts in Mexico, or to promote your company and your products/services.

DIT staff in Mexico can provide research, contacts, focused business advice, deliver events, arrange visits or offer a more strategic level of support. Once our advisers understand your requirements, they can provide the specific information and support you need. This can include relevant market research, contacting target customers or partners on your behalf, providing economic or political advice, helping you to raise your profile in the local market, promoting your business and products through events in-market or providing assistance with overcoming barriers. The residence can be used for launching of products or for breakfasts with potential clients. The team is focusing on the following high value opportunity sectors: energy, defence, infrastructure, automotive, education, healthcare, life sciences, food & drink, and agritech, but is happy to offer advice on other sectors.

[Source: DIT/gov.uk]

Support from the British Chamber of Commerce in Mexico (BritChaM Business)

Founded in 1921, the British Chamber of Commerce in Mexico is a non-profit organisation promoting foreign direct investment along with export based economic growth between Mexico and the United Kingdom. They are a politically-neutral organisation, independent of both the Mexican and British Governments.

Through events, seminars, business sector groups and industry-specific reports, they promote the commercial interests of their members, also offering high-quality event programming and creating ongoing networking opportunities.

BritChaM Business offers a variety of services to help British companies create a presence in Mexico and win business. BritChaM Business can offer market entry support services alongside physical space in their Business Centre. Their market-entry support services include:

- initial advice, usually through a phone call, on how to enter the Mexican market and feasibility in addition to some additional information on key points that is simple to find – this service usually has no cost
- list of ten contacts of potential partners or clients that meet company criteria who have been sent promotional materials and provided feedback
- meeting agenda with five companies, including use of Chamber facilities
- use of large meeting room
- market research on competition, regulation/barriers, prices in market, etc.

- accompany to meetings for translation support
- attend meeting on behalf of company
- background check suppliers/providers (three references, ensuring registered and not blacklisted with tax office)
- attendance to Chamber events – charged at BritCham member rate if company is a member of Chamber in the UK
- can offer other tailored services upon request – including product launch events, marketing support, etc.

For more information on how the British Chamber of Commerce in Mexico can help you, or on becoming a member, contact BritCham Business: www.britchamexico.com/en/trade-services.

[Source: British Chamber of Commerce in Mexico]

Support from the Institute of Export & International Trade

Raising the profile of international trade qualifications and experienced members, is only part of how IOE&IT membership is essential for any individual or business involved with global trade.

Importantly, the IOE&IT also offer access to a unique range of benefits and services specific to international trade:

- Help with any export issues you come across. Our team of experts can help with questions on documentation, export controls, Bribery Act, customs & VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics. Members get free access to our experts via a technical helpline. See: www.export.org.uk/page/Export_Helpline
- A voice for your ideas and concerns. We represent your point of view and feedback to government, HMRC and other influencing bodies on issues that impact you, plus participate in Institute responses to central government with regard to proposed legislative changes.
- A complete range of international trade qualifications, from those that have no experience, up to those who wish to qualify themselves to take a business degree. The Institute's qualifications are widely recognised as providing both employers and employees with the necessary international business practice linked to satisfying career planning and development. See: www.export.org.uk/page/qualifications

- A range of short courses giving you the skills and expertise you need to gain a competitive advantage in the challenging and complex world of export, import and international trade. See: www.export.org.uk/page/TrainingCourses
- An extensive events programme to help you share information and connect at every level in the international trade community whether it is sector specific or regional. See: www.export.org.uk/events/event_list.asp
- Inclusion in surveys to research the attitudes and changes to world trade

For more information on how the IOE&IT can help you, or on becoming a member, contact the IOE&IT at: www.export.org.uk/page/about.

[Source: Institute of Export & International Trade]

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Case Study



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