

# UK TRADE AND INVESTMENT – HELPING YOUR BUSINESS GO FURTHER, FASTER



**In the UK, companies, including many of the world's major corporations, plug directly into the heart of global finance, global creative and professional services, global media and global talent. They enjoy access to world-class science and academia and link into a wide network of smaller enterprises, many of which are also world leaders in their fields.**

A unique multicultural and entrepreneurial economy, the UK is at the hub of international business, bringing the world to a company's door. In short, it is the gateway to the globe.

You too can be at the heart of this global crossroads. Start by talking to UK Trade and Investment.

## UK TRADE AND INVESTMENT

UK Trade and Investment (UKTI) is the government organisation that can help you achieve your international business potential.

It combines the national resources of the Department for Business, Enterprise and Regulatory Reform (BERR) and the Foreign and Commonwealth Office (FCO)'s global network of Trade Development Staff, to help you successfully win business overseas.

UKTI treats every business as an individual – that is why it provides a tailored service with specialist support covering a wide range of industries.

Its capacity-building services can make a real difference to your business at a very reasonable price. To use the services of UKTI, your firm may need to meet certain eligibility criteria. Your International Trade Adviser (or equivalent person in Scotland, Wales and Northern Ireland) will be able to explain in more detail what these criteria are and advise you on costs.

## GLOBAL REACH

UKTI's extensive network of dedicated Trade Development Staff based at British Embassies, Consulates and High Commissions worldwide gives you access to overseas markets with a well-connected presence on the ground.

The teams will support you with their local knowledge and contacts, maximising your chance of winning new business overseas.

## EXPERTISE ACROSS THE UK

UKTI has a presence in the nine English regions, working with partner organisations such as Regional Development Agencies, Chambers of Commerce and Business Link.

The organisation's International Trade Advisers are experts in doing business overseas and will provide you with essential, impartial advice on all aspects of international trade. English regional trade teams include specialists in a number of sectors who can provide advice tailored to the needs of companies in those industries.

UKTI services are also delivered in Scotland, Wales and Northern Ireland in co-operation with partner bodies.

## SERVICES TAILORED FOR YOU

Whether you are just venturing into selling overseas or you are an experienced exporter trying to break into new markets, UKTI teams will put you in touch with a wide range of services, which offer practical assistance to help you realise your potential as an international trader.

## PRODUCING REAL RESULTS

Wherever in the world you want to sell, UKTI will be your personal international trade specialists, helping you research overseas markets,

gain the necessary international trade skills, identify opportunities and turn them into real business.

## ADVICE AND SUPPORT

Getting started in international trade can be tough – there's a lot to learn and often a lot at stake. That is why it helps to have top-quality advice and support.

### EXPERT GUIDANCE

One of UKTI's local International Trade Advisers works with you, helping to diagnose your firm's needs and assisting you to develop an action plan for sustainable success in your chosen overseas market.

### PASSPORT TO EXPORT

UKTI's highly regarded Passport to Export programme brings together many of its services in a cost-effective package specifically designed for new and inexperienced exporters.

It puts together in one simple, responsive process all the tools that companies need to grow their business. This programme is only available in England but partner organisations in Scotland, Wales and Northern Ireland offer their own versions.

The package includes advice from an International Trade Adviser to help develop an export strategy. They will also identify any gaps in your international trade skills – such as export marketing, administration, documentation and cultural awareness – and assist you with any necessary training. The Passport programme provides help before a visit to an overseas market and will evaluate the visit and review your export strategy in the light of your experience.

### COMMUNICATING OVERSEAS

UKTI can provide advice tailored to the specific needs of your company to help you to understand linguistic and cultural differences when doing business abroad.

Advisers recommend practical measures to maximise the effectiveness of your communications with your overseas customers to ensure that you get the right messages across in the most cost-effective way.

### IT DOESN'T END THERE...

For those who have completed the Passport programme, ongoing support is provided to help you build on these firm foundations, and UKTI services are at your disposal each time you want to break into a new market.

## INFORMATION AND OPPORTUNITIES

UKTI has a wide range of tools that you can use to gather information on target markets and help match your products with the right buyers.

### WWW.UKTRADEINVEST.GOV.UK

Your first port of call should be UKTI's website at [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk) which provides content tailored to your business sector and chosen markets. This is a great source of up-to-date market and contact information, country-specific sector analysis and advance notice of forthcoming events.

### BUSINESS OPPORTUNITIES

Sales leads are the lifeblood of any business, which is why UKTI's overseas Trade Development Staff are constantly on the lookout for business opportunities in their markets.

These leads can be sent direct to your email inbox through the organisation's website alerting system, free of charge.

### MARKET OPPORTUNITIES

Using UKTI's information sources and with advice from your local International Trade Adviser, you will be able to highlight the overseas markets that will be most appropriate for your goods and services. This gives you the ability to prioritise your efforts and focus your resources on the markets where they can be most effective.

### HELP WITH RESEARCH

Bespoke research into the potential market for your goods or services can be carried out by Trade Development Staff on the ground in your target market.

You will be in direct contact with teams via the web. Together with your local International Trade Adviser, Trade Development Staff will work with you to create a bespoke plan for breaking into the market of your choice.

They will then help research the market, identify potential contacts and guide you through the process of exporting. The Trade Development Staff can also help set up a programme of face-to-face meetings with potential customers, agents and distributors during your visit.

In addition, staff will help you find a reliable interpreter and give you advice on the local business culture, which can often be crucial in sealing a deal.

## INFORMATION AND HELP

UKTI's telephone/email enquiry service can answer your overseas business-related questions:

Tel: 020 7215 8000

Email: Use the 'contact us' option available at [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)

### MAKING IT HAPPEN

To be a successful exporter you need to travel to your overseas markets and build lasting commercial relationships with your clients and partners. This is not always easy but UKTI can help you with practical assistance before you go and ongoing help while you're there.

### YOUR FIRST VISIT

UKTI's services will help smooth the way to your first visit to the market. Staff on the ground will maximise your chances of success by carrying out research before your visit and arranging meetings with key business contacts.

### VISITING OVERSEAS MARKETS

Taking part in overseas events such as trade fairs or missions is a very effective way for you to test markets, attract customers, appoint agents or distributors and make sales.

UKTI helps to arrange groups of UK companies to attend a comprehensive choice of tradeshows worldwide or take part in the British trade missions that visit overseas markets each year.

Travelling as a group with other UK businesses you will get advice to help prepare for your visit before you go as well as support from the Trade Development Staff on the ground. In many cases you will be able to network with key market contacts in the impressive surroundings of UK Embassies, High Commissions and Consulates.

### HELP AT HOME

UKTI advisers can also put you in touch with carefully selected potential buyers in your sector who are regularly brought in groups to the UK to see the best on offer at major trade shows. This gives you a chance to meet key overseas players without leaving the UK.

### PUBLICISING YOUR PRODUCT

UKTI can help create a 'buzz' about your products in the overseas trade press by producing professionally translated press releases for new and innovative products targeted at the key publications in your sector.

## DISCLAIMER

This Guidance has been produced by BiP Solutions Ltd to provide assistance to those engaged in public procurement. The Guidance has been published in good faith by BiP and BiP shall not incur any liability for any action or omission arising out of any reliance being placed on the Guidance by any organisation or other person. Any organisation or other person in receipt of this Guidance should take their own legal, financial and other relevant professional advice when considering what action (if any) to take in respect of any initiative, proposal, or other involvement with public procurement, or before placing any reliance on anything contained therein.



# Expert public procurement consultancy for Buyers and Suppliers at your service



## PASS – HELPING YOU MEET KEY OBJECTIVES

The key objective of public procurement professionals is to ensure that the most suitable supplier is selected to provide goods and services on terms which are likely to offer the best value for money. The PASS service helps you meet this requirement and deliver contracts that offer best value-for-money terms with suppliers who will execute them efficiently.

## PASS CONSULTANCY

BIP's *Procurement Advice and Support Service (PASS)* provides organisations with access to experts in public procurement practices and procedures, thus helping you develop and deliver effective and efficient procurement. Our team offers a range of services to meet your specific needs. Whichever area you wish evaluated and improved, we have the experts to help.

*The PASS consultancy's mission is to help you deliver the best in government procurement through:*

- Practical solutions to improve procurement performance
- Innovative approaches to knowledge transfer within government
- Joined-up government
- Improved performance indicators
- Strategic direction and performance
- Opportunities offered by e-government
- Capacity to deliver change to meet identified needs
- Continuous improvement of services and challenging poor performance
- Sustainable development within decision-making processes and delivery of services
- EU-compliant processes
- Best practice procurement training

## PASS TRAINING

Our consultants can provide you with bespoke training packages to suit your needs. Consultancy and training is available for the following: environmental purchasing, partnering, evaluation, e-government, supplier debriefing, UK legal processes and precedents, contract management, EU-compliant tendering and much more.

## PASS ONLINE GUIDANCE

The PASS service provides online guidances on all aspects of the public procurement process and legal requirements: [www.bipsolutions.com/html/briefing.php](http://www.bipsolutions.com/html/briefing.php)

## PASS – EFFECTIVE DISPUTE MANAGEMENT

Contractual and procurement-related disputes are time-consuming, expensive and unpleasant. They can destroy client/contractor relationships, can add substantially to the cost of the contract, and can nullify some or all of its benefits or advantages. They can also have an impact on value for money. It is therefore in everyone's interest to work at avoiding disputes in the first place. Inevitably, however, disputes do occur and when they do the importance of a fast, efficient and cost-effective Alternative Dispute Resolution (ADR) procedure cannot be overstated. If a dispute arises, it is important to manage it actively and positively and at the right level in order to encourage early and effective settlement. Unnecessary delays and inefficiency can lead to rapid deterioration in relations and entrenchment of opinions. ADR through PADRE mediation involves the use of a trusted expert third party and is an effective alternative to litigation. PADRE mediation is provided by experts in contracting and public procurement. If you would like more details on how PADRE can help your organisation and become your mediation service of choice, telephone the PASS team on **0845 270 7055** or email [pass@bipsolutions.com](mailto:pass@bipsolutions.com).

## PASS HEALTH CHECK

The PASS service can help your organisation examine its current procurement organisational structures, strategies, processes, practices and related strengths and weaknesses. It delivers a detailed *PASS Mark Health Check Outcome Highlight Report (OHR)* that outlines areas of strength as well as those requiring further attention, and provides an outline *Project Initiation Document (PID)* designed to deliver a more effective and efficient tendering process that will help you achieve optimum performance and better value-for-money procurement.

## PASS IN-HOUSE PRESENTATIONS

PASS consultancy can provide you with in-house presentations directed to buyer or supplier. Each presentation will be bespoke to your requirements, whether they be with regards to improving your tendering practices or your procurement strategy or processes. Contact: [pass@bipsolutions.com](mailto:pass@bipsolutions.com)



The *PASS Mark Health Check* is a process-based evaluation technique that helps identify how your company can develop more effective processes when tendering for public sector contracts.

For further information on the **PASS** service, contact our **PASS Team** on **0845 270 7055**, email [pass@bipsolutions.com](mailto:pass@bipsolutions.com) or visit [www.bipsolutions.com/pass/](http://www.bipsolutions.com/pass/)