



## Export Advisory Scheme

Tailored export advice

**March 2008**

### Introduction

The Export Advisory Scheme provides specialists to work with companies on a 1:1 basis. These specialists have been selected for their practical export skills and sectoral expertise. They can be used to assist with the preparation of an export action plan.

### Benefits

Using export advisors companies can benefit from practical advice on all the issues to consider when putting together a plan to enter a new market – thus reducing the risk inherent when expanding into new markets.

### Format

The Export Advisory scheme does not follow a rigid format. Each business is unique and each sector has its own specific challenges. A bespoke project plan is agreed directly between the company and specialist at the outset of the project. Projects typically involve, but are not restricted to the following areas:

- Market screening
- Identifying barriers to market entry
- Identification of potential partners/customers
- Preparing plans for market entry or product launch
- Implementation of export plan

Export advisory services are currently available for the following sectors:

- Construction Services
- Environmental Services
- ICT Services, including Telecoms, Software, Financial and Electronics
- Life Sciences
- Speciality Food
- Transport Equipment

### Eligibility Criteria

This service is available to any Northern Ireland SME with less than 250 employees who can demonstrate that they have a suitable product or service combined with the motivation and resources to grow exports.

### Nature of Support

1:1 Consultancy  
Specialist Advice

### Level of Support

Approved projects can receive up to 5 days consultancy support.

### Contact

If you are an Invest NI client, please contact your Client Executive if you believe your business will benefit from this service. Alternatively, if you are not an Invest NI client, contact:

Christine Browne  
Trade Development Services  
Invest NI  
Bedford Square  
Belfast  
BT2 7ES  
Tel: 028 9069 8034  
Email: [Christine.browne@investni.com](mailto:Christine.browne@investni.com)



## Becoming an Invest NI client

To qualify as an Invest NI client company your business must meet certain criteria.

You should typically be from the manufacturing or international tradeable sectors and be able to demonstrate that currently, or over the next three years, your business will have:

- Total sales of over £100,000 a year
- Sales outside Northern Ireland of greater than 25 per cent of turnover **or** greater than £250,000 a year
- The capability and willingness to work with Invest NI

If you are not an Invest NI client, but can satisfy the above criteria and would like to become one, please contact the Invest NI office in your area.

Full details can be found at [www.investni.com](http://www.investni.com)

## nibusinessinfo.co.uk

Invest NI has launched a new online information and support facility, **nibusinessinfo.co.uk**

This web site provides all Northern Ireland businesses and entrepreneurs with free access to an extensive source of essential business information.

**nibusinessinfo.co.uk** provides 24x7 advice, information, guidance and signposting, with over 5,000 fact sheets and over 70 interactive tools on offer. Every aspect of setting up and running a business is covered, from the earliest days of developing a business idea to the legal issues involved in selling a business concern.

**nibusinessinfo.co.uk** also features case studies showing how local businesses have handled particular business challenges.

**nibusinessinfo.co.uk** provides you with a single point of access for all your business information needs, freeing up time to concentrate on running operations.