



Trade Advisory Service

Tailored export consultancy

June 2008

Introduction

This service provides companies with market research and practical advice and guidance from Invest NI appointed experienced advisers based in the market. Advisers are selected for their commercial expertise as well as local contacts and knowledge.

Benefits

Using the Trade Advisory Service companies can reduce risks, shorten the time to market for new products and services and ease your expansion into new markets.

Our overseas advisors will give you access to an overseas market using their well-connected presence on the ground. The advisers will support you with local knowledge and contacts, maximising your chances of winning new business.

You will be in direct contact with the adviser and together you will work out a plan for breaking into the market.

Tailored export consultancy is available for companies who can demonstrate they have a suitable product or service combined with the motivation and resources to export to the following markets:

- Arabian Gulf States
- China and Hong Kong
- Germany
- South Africa
- USA
- India

Format

Services provided through the Trade Advisory Service do not adhere to a rigid format. We understand every business is unique and each sector has its own prospects and challenges. It will depend on your specific company needs and prevailing market conditions. It is likely to build on the company's own research and be bespoke. It is typically drawn from, but not restricted to the following areas:

- Research on the market environment
- Analysis of the market structure
- Advice on market entry
- Practical hands-on assistance including lead generation and appointment setting

Markets which are not covered by Invest NI Trade Advisory Services are often covered by UK Trade & Investment, the government organisation which offers support to all suitable UK companies wishing to do business overseas.

Eligibility Criteria

Invest NI client companies* can access the Trade Advisory Service by submitting an application and application form available from the Trade Division.

The service in Germany is available to SME's having:

- Fewer than 250 employees, and either:
 - An annual turnover not exceeding €40 million or an annual balance sheet not exceeding €27 million, or
 - Conform to the criterion of independence, i.e. are not owned up to 25% or more of the capital or the voting rights by one enterprise, or jointly by several enterprises, falling outside the definition of an SME



*Invest NI clients are from the manufacturing or international tradeable service sectors and can demonstrate the commitment and capability to grow in export markets. They also must be able to meet our minimum qualification criteria now, or over the next three years:

- Potential to achieve sales >£100,000 per annum
- Potential to achieve external sales (exports) >£250,000 per annum or 25% of total sales
- Are capable and willing to work with Invest NI

If you are not an Invest NI client and would like to find out more about becoming one, and can satisfy the above criteria, please contact the Invest NI office in your area.

Nature of Support

- 1:1 Consultation
- Specialist Advice

Level of Support

Approved projects can receive up to ten days advisory support subject to a maximum of two projects in any twelve month period. Consultancy costs are heavily subsidised.

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:

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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 27x7 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.