



International Trade Development is a programme of specialist support that is available to both new and existing exporters across Wales. Its aim is to provide practical advice and support to businesses in order to develop your capability and capacity to enter international markets with ease and confidence.

### How can you benefit?

ITD could be a valuable tool in preparing you for your export journey and can offer a range of support such as:

- Developing your export strategy
- Researching and qualifying the best market for you
- Defining your route to market or in market partner
- Financial considerations such as pricing, payments, currency and tax
- Export procedures, regulations and logistics

We have a team of experts to hand with a variety of market and export skills experience with whom you will have the opportunity to discuss your concerns and requirements.

A bespoke package of support will then be produced and delivered on a one to one basis.

The ITD programme is fully funded by the Welsh Government and is open to companies regardless of size that want to grow their business through export, subject to eligibility.

“The ITD programme has been invaluable in helping us gain the insight we needed into two target markets Australia and New Zealand, it has shown us the size of the opportunity, how to reach the market and the key considerations in entering these markets in a well thought through manner. ITD will prove integral to securing business in these new territories and I encourage Welsh producers to make the most of it.”

Siobhan Fotheringham, Commercial Director  
International Retail, Morning Foods

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If you think you could benefit from this support please contact Business Wales on 03000 6 03000 or email [bwyd-food@gov.wales](mailto:bwyd-food@gov.wales)  
[businesswales.gov.wales/foodanddrink](http://businesswales.gov.wales/foodanddrink)  
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