



Using our global network we can help you connect with your ideal partner or customers in over 50 countries. We have access to experts on the ground who speak the language, understand the business customs and etiquette and how best to approach potential customers.

How can you benefit?

If you have qualified your target market and are ready to look for your opportunities then ITO can provide support by:

- Providing business information at a local level
- Advising on local trading conditions and regulations
- Identifying potential customers, agents or distributors
- Contacting potential customers, agents or distributors
- Arranging face-to-face meetings with interested parties
- Supporting you during your time in market

ITO can be used as the next step following an International Trade Development project, to assist you prior to and during a trade mission or Overseas Business Development Visit.

ITO is available to both new and experienced exporters regardless of size. The Welsh Government will support 75% of the total project cost and companies are asked to contribute 25% of the project costs subject to eligibility.

“While we have a well established export business to Asia, the support from the Welsh Government with new markets via the ITO programme, has been fantastic. The structure of setting up the ITO, really allows you to select the right partners particularly in new and emerging markets, from our point of view.

We would welcome further participation in these well structured Welsh Government programmes moving forward”

Peter Jones, Export Sales – Business Development Manager, Dairy Partners

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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
businesswales.gov.wales/foodanddrink
[@FoodDrinkWales](https://twitter.com/FoodDrinkWales)