



Llywodraeth Cymru
Welsh Government

Support to Export



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Welsh Government

**Cronfa Datblygu
Rhanbarthol Ewrop
European Regional
Development Fund**



Exports of its Halen Môn sea salt account for around 40% of **The Anglesey Sea Salt Company's** business with customers in Europe, Australia, the UK, Middle East and Far East.

"Today our sea salt is enjoyed around the world by chefs and food lovers – President Obama enjoys a sprinkle of oak-smoked Halen Môn on his favourite butter caramels made by Fran's Chocolates in Seattle. We export to around 15 countries and supply many of the world's top restaurants. Not bad for a family business from north Wales."

Allison Lea Wilson, Joint Managing Director.

Mid-Wales manufacturer, **Zip-Clip**, decided to target export markets to counter the effects of the UK recession, which had led to a 30% reduction in annual turnover.

"We had a great product, facility and staff but we needed to export," said Managing Director, Steve Goldsworthy.

Already, 40% of the firm's output is now sold in 23 countries, and turnover rose by 40% between 2011 and 2013.



Nantgarw-based enzyme manufacturer, **Biocatalysts**, exports to over 80 countries in Europe and South America, as well as to Japan, Australia, New Zealand and its biggest market, the USA. Managing Director, Stuart West, sees the wider benefits of exporting.

"Exporting has been great for the business. It just opens you up to so many more ideas, which we can then bring back to our business to make it better."

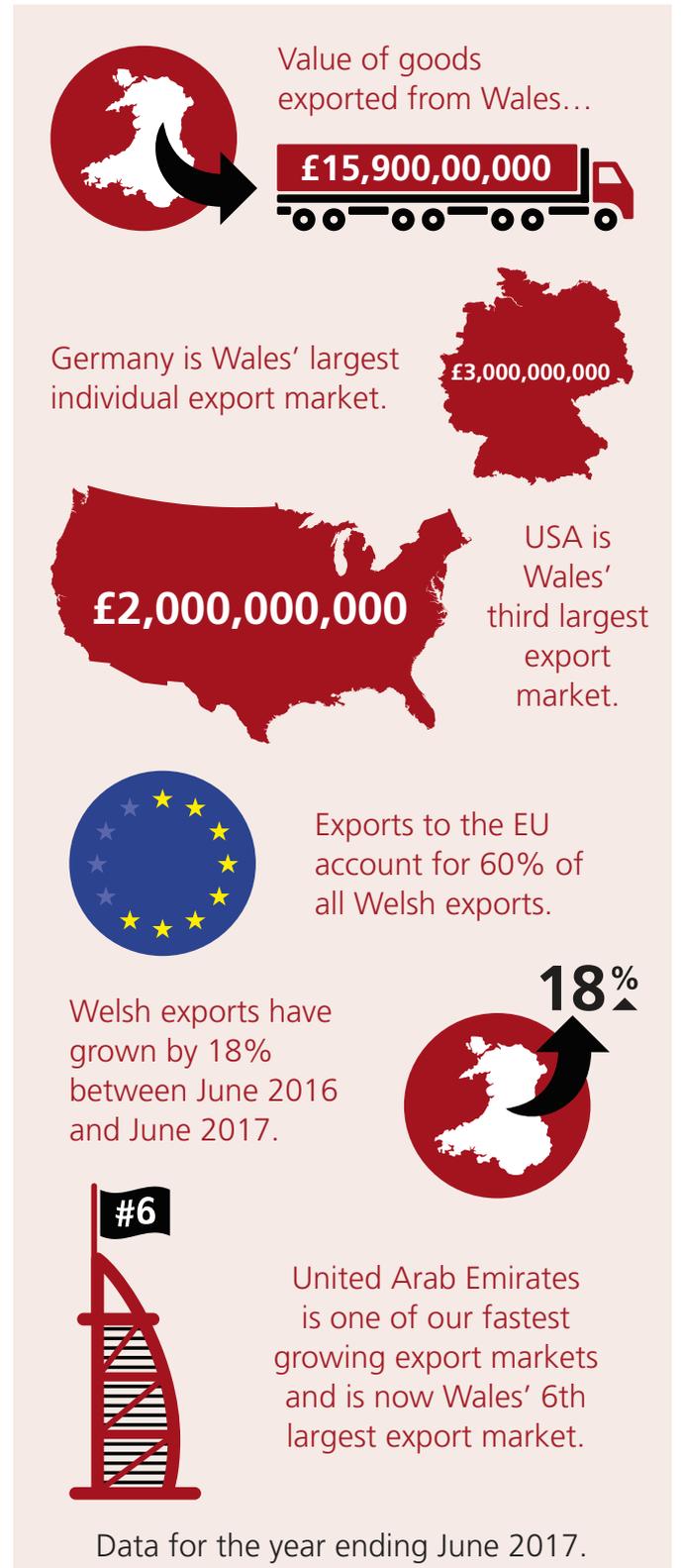
Llanelli-based precision engineering firm, **Teddington Engineered Solutions**, has focused on increasing exports over the past ten years, with customers in over 90 countries across Africa, the Middle East, Asia, North America and South America. The key advantage for them, says Commercial Director, Paul Greenwood, is spreading business risk.



Why export?

Whether you're offering services, licences or products, exporting has the potential to transform almost every aspect of your business. Aside from the obvious benefits of more sales and greater profits, successful exporters find that trading internationally gives them other advantages over their competitors:

- businesses tend to become more flexible as they respond to challenging markets
- adapting services or products to serve new markets encourages creativity and innovation
- increased efficiencies through higher volumes and lower costs
- product life cycles are extended in new markets
- risk is spread across several markets.





Treforest-based **Concrete Canvas'** unique material turns to concrete within hours of being sprayed with water and is now sold in over 40 countries. Welsh Government support provided advice and guidance on entering new markets including Brazil and Russia.

"Concrete Canvas has benefited enormously from using all of the Welsh Government trade support programmes over the last four years," said Will Crawford, Director.

"In that time, our turnover has doubled year-on-year and exports now make up 85% of our company's sales."

First steps?

Exporting can pay dividends if you invest in sound planning and preparation. Some of the questions you should consider before embarking on your export journey are:

- Is my business geared to serve a bigger market?
- Which market should I tackle first?
- Do I have the resources in place to support my export plans?
- Are my products or services ready for my target market?
- Do I have the necessary “know-how” to confidently go into new markets?
- How can I find out about shipping, international regulations, taxes and import laws... as well as all of the other things I need to know?

Support to Export

We will work with you on a one-to-one basis to help you find the answers to all these questions and more.

The support is specially tailored to meet your specific needs and can cover the following areas:

- Developing your export strategy
- Selecting the best market for you

- Defining your route to market or in-market partner
- Financial considerations such as pricing, payments, currency and tax, to name a few
- Getting to grips with export procedures, regulations and logistics

To help get you ready we also provide fully subsidised workshops on a range of topics, including:

- Market overviews
- Smart exporting
- Managing distributors and agents
- Understanding Incoterms

We can also assist you to access other sources of help such as UK Trade and Investment, the Chambers of Commerce and the Institute of Export.



Swansea-based **RAP International** provides risk assessment software to high hazard industries in 35 countries including China, Korea, Vietnam, and is just beginning to break into the Americas.

"We found Welsh Government trade support tremendously helpful," says Managing Director, Mark Carter.

"They would set up meetings for us in the country we were going to, with people who have gone on to become agents for us. Take full advantage of what the Welsh Government has to offer."

How can I find export opportunities?

When you're confident that you're ready you'll need to start looking for the opportunities in your chosen market. We know that's easier said than done because a difference in culture and language can make it difficult to find – and communicate with – the people you want to do business with.

Support to Export

Using our global contacts we can help you to connect with your ideal partner or customers. We have access to experts on the ground in foreign markets – people who speak the language, understand the business customs and know how best to approach your customers.

Our worldwide network can:

- Provide business information at the local level
- Advise on local trading conditions and regulations
- Identify and contact potential customers, agents or distributors
- Arrange face-to-face meetings with interested parties and even accompany you if you need that level of support



"The support of the Welsh Government is absolutely key when you're looking to start in a new market or if you're starting to export. It's very daunting to go into a new country where you know no-one, you don't know any of the customs, where to stay, who to meet, and they just do all that groundwork for you, so it speeds it up, it makes it so much easier. On your first visit over there, you can have a number of productive visits that they have organised, so it really short circuits the whole export process."

Stuart West, Managing Director, Biocatalysts Ltd

Getting to market



Modern communications make it easier and cheaper than ever to get in touch with contacts all over the world.

However, it still holds true that people like to do business with people, and you will find that there's no substitute for meeting your client face to face.

Support to Export

We can help you get to your market.

You could join one or more of the many trade missions we run each year. Our missions provide opportunities for you to engage in game-changing discussions with potential agents, distributors and even new customers; and our choice of destinations reflect current international developments, to give you the best possible chance of finding new business.

We also exhibit at global trade-shows, enabling businesses to showcase their products and services on the world stage; and in some circumstances we will even contribute towards the costs of your own exhibition or international business development itinerary.

Corgi Hosiery in Ammanford sells its luxury knitwear all over the world, with exports accounting for 70% of its turnover, which means travel costs can be high.

“The support available from Welsh Government helped ease this burden and enabled us to explore new markets with relative ease,” said Chris Jones, Managing Director.



Support to Export – A summary

All our support packages are tailored to your business's individual needs, but this summary gives you an outline of what is available at each stage of the process:

First Steps

Export business diagnostics

Market selection

Export strategy

Logistics

Routes to market

Export procedures

Free to any business in Wales

Finding your opportunities

Local market research

Customer selection

Market entry support

Local regulatory advice

Agent & distributor sourcing

Programme of meetings

Welsh Government contributes 75% towards eligible projects

Getting to market

Visiting new markets

Attending trade shows

Meeting new prospects

Welsh Government contributes 50% towards eligible expenditure



What next?

Let's talk! Your business has its own questions and unique challenges, and we need to understand these before we can put together your tailored package of support for export.

So please give us a call on **03000 6 03000**
or email businesswales.gov.wales/contact-us

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