



European Union

European Regional
Development Fund



**You think you can't sell overseas? Exporting but want to do better?
Let us help you with our 'Get Exporting 2' programme.**

What is Get Exporting 2?

Get Exporting 2 is a tailored programme of advice and assistance, both financial and 1-2-1, to enable companies to begin selling overseas or to expand internationally thereby increasing profitability and employment in a sustainable way. It is backed by the European Regional Development Fund (ERDF) which has enabled us to provide services additional to our normal operations and grants of up to £3000.

What do you need to get out of the programme?

Do you need advice?

With an export health check and advice from an experienced export professional we can help formulate your international strategy, select markets and decide how to enter them. It is not as scary as it might seem and the rewards can be considerable

Do you need a little financial assistance?

Would like to dip your toe in the export water but are worried that the costs may not be totally affordable, Get Exporting 2... can provide match funding (50/50) up to £3000 to help you explore your chosen market and find the partners you need to succeed. Alternatively if on-line is your route to market we can help to internationalise your website and get your products onto e-commerce platforms in other countries across the world.

Do you need insights?

In conjunction with our partners we have put together a programme of events, workshops and webinars to deliver insights into different markets and sectors relevant to you.

Do you need additional resource?

It may be that you have a fantastic proposition and global potential but you just don't have the time to devote to it while you build up your UK operation. For a limited number of companies with outstanding potential to grow and develop quickly internationally we offer the services of an Interim Export Manager to work inside your business on a project to accelerate your export ambitions. This could save you years of market development time and teach you a lot about the nuts and bolts of exporting at the same time.

To be eligible for Get Exporting 2 you must be a small or medium enterprise (SME) and have a strong desire to grow. Places on the programme are limited but if you are accepted, entry is free!

What can you expect from signing up to the Get Exporting 2 programme?

A package of support made up of:

- International Trade Advisor support
- Digital online advice on how to market yourself internationally
- One-to-one meetings to discuss individual needs and formulate your international strategy
- Workshops on key sectors and markets
- Meet the Buyer events providing opportunities to develop international sales quickly
- Market research advice

and / or Grant Funding

- A maximum of £3,000 match funding (50/50)

Match funding can be used for a wide range of activities. To help you understand just what you can and can't spend the grant funding on we've put together the following criteria.

Eligible Expenditure

- Design and production and printing of international marketing materials specifically for target markets
- Internationalisation of website, translation, creation of social media profiles, SEO
- Consultancy relating to patents, trademarks or copyright
- Product registration relating to international markets
- International market research (excluding OMIS)
- Consultancy to help develop your export strategy
- Mentoring / consultancy for language and cultural awareness
- Export professional training and language training for target countries
- Costs of travelling to the target country and in-country accommodation
- Subsistence
- Travel in market (car hire/taxis/buses etc.)
- Entrance to exhibitions/trade fairs and shipping of any associated products

Ineligible Expenditure

- Costs already supported elsewhere through DIT
- Personal items (i.e. magazines, adaptor plugs etc.)
- Gifts, spa costs, entertaining (e.g. client entertaining/bar bills)
- General printing in large quantities
- Creation of a website for 'business as usual' purposes
- Registration of patent, trade mark or copyright for 'business as usual' purposes
- Product registration for 'business as usual' purposes
- On-going membership / renewal of membership to trade body / association or professional accreditation
- Direct costs associated with exporting (e.g. shipping, warehousing, haulage etc.)
- Capital equipment (anything that becomes an asset)

Get Exporting 2 can give you the boost you need to expand your business and contribute to growing the Regional, and indeed the entire UK economy.

Speak to your International Trade Advisor now or call our Customer Service Team on 01707 398398 or email eastinfo@mobile.trade.gov.uk

