



Export Marketing Research Service (EMRS)

With international business, it's best to look before you leap

Need to find out a bit more about a new overseas market before you make any big decisions? UK Trade & Investment (UKTI) can help. We can support your business with overseas market research before you set up – or develop – export trading. So you can feel more confident about those vital details, from supply and demand to investment and pricing, and give your overseas ventures the best chance of success.

What do you get?

Our Export Marketing Research Service (EMRS) helps UK companies getting involved with overseas markets offer the right product, in the right place at the right time. The research can cover a variety of aspects – including market size, segmentation, distribution channels, competition and legislation – depending on the nature of your company, and the market you're heading for.

You'll get free independent advice on:

- > desk research
- > structuring field trips
- > evaluating proposals
- > writing reports
- > briefing research consultants
- > determining whether any appropriate research is already available.

We can also offer considerable financial support, up to £60,000, to help towards travel, interpreters' fees and administrative costs. Trade Associations can receive up to 75% of costs.

“UKTI has really helped us to make an impact in these two markets, and to present ourselves to potential clients as a professional business with a product which can address real skills problems in any country. We are now finalising a project with the aviation industry in New Zealand.”

Peter Howarth-Jarratt, Chief Executive Officer of Wainui SW Limited, which designs digital learning resources to bridge the gap between education and industry, attended a UKTI trade mission to New Zealand and Australia.



“UKTI really helped us to research and understand our target markets better. Their support with language and bureaucracy issues was especially helpful”

Colin Brain, Director of Salisbury engineering system validation company, SE Validation, signed contracts with Government bodies in France and Sweden following help from UKTI

How do I get involved?

To qualify for EMRS, you should be based in the South West and produce, design or manufacture in the UK. To find out more about eligibility, give us a call.

Get in touch

When you're ready to get in touch, simply call the South West International Trade Team on 0845 60 60 969, or email us at enquiries@uktisouthwest.org, and one of our International Trade Advisers will contact you to set up a meeting. You can also find out about UKTI at www.uktisouthwest.org

7bn Just under two thirds of South West goods exports - £7 billion - are machinery and transport equipment. Within this, 25% of all South West goods exports are categorised as “other transport equipment”, due to the region’s particular strengths in aerospace and some parts of ship and boat building. The South West accounts for 38% of national exports in this category.