



Overseas Market Introduction Service (OMIS)

Helping you make a strong impression overseas



If you're keen to make the most of international business opportunities, UK Trade & Investment (UKTI) has got the contacts, connections and expertise to help make it happen. International trading can sometimes seem daunting, even if your company has worked abroad before – but our Overseas Market Introduction Service (OMIS) is specially designed for ambitious companies keen to take their businesses abroad.



How does it work?

UK Trade & Investment has a unique network of experienced business experts in embassies and consulates throughout the world, ready to help ambitious companies from the South West get the best possible results from international trade. OMIS puts you in touch with these experts, who can give you focused business advice, and help coordinate the logistics involved.

Most importantly, you'll receive the kind of support that's relevant to your company, including both strategic advice and practical help. This includes:

Market information and advice, such as:

- > identifying business opportunities and prospects
- > arranging meetings with potential business contacts
- > carrying out detailed market analysis
- > background checks on overseas companies.

Practical support, such as:

- > one-to-one mentoring with overseas trade teams
- > translation help at meetings
- > tips on cultural and business etiquette
- > product launches and receptions.

UKTI offers different levels of this highly subsidised service, depending on a variety of factors, which your International Trade Adviser will talk through with you.



“The market research done by the UKTI team in Vancouver was fantastic. As a result we appointed a distributor who deals with bodyshops, service departments and collision repair departments. They have already come back with an order for £4,000 worth of products and they are confident of lots more to follow.”

RMelanie Murrell, MD of Salisbury, automotive repair product supplier

How do I get involved?

To qualify for OMIS, 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

34%

Overseas sales by South West firms are increasing faster than the national average; a 34% increase between 2001 and 2006 compared to 27% nationally.