



## EXPORTING

### The world is your oyster

This article is only for those clients with an interest in exporting.



I met an old friend of mine from my University of East Anglia days, at an event the other day, and discovered he is working for the Department of International Trade (the old

UKTI) with a mandate to help Norfolk business that either have problems with Exporting or want to expand (into) Exporting.

Leszek's specialisms are in marketing and business development and he impressed me with some of the issues he raised on these topics, but he is also a gateway to a range of grants and other government assistance.

So for example

- he can help with international search engine optimisation (SEO), an issue I had never considered.
- Help secure grants for international exhibitions.
- DIT can help write distribution agreements, they can advise on which markets to target and on routes to market, they have experience and can help with problems, such as compliance with international standards, securing intellectual property (IP), insuring goods and securing payment.

- DIT have many overseas offices which can advise on overseas markets and help exporters select local agents.
- DIT can assist with information on overseas investment opportunities for your products or services

There is a specialist in the Oil and Gas sector, based in Ipswich!

I attach a couple of their brochures.

If anyone would like to be put in touch, please let me know and I will loop you both into an email.

*Remember exporting with proper planning and execution can significantly grow your business but things to consider are:*

- *Strategy*
- *Overseas market research to identify potential customers, distributors or agents*
- *Language, cultural and legislative differences*
- *Intellectual Property risk assessment*

So a no obligation chat with Leszek could put you on the right path. Advice is professional and impartial and sector specific.



**Hornbeam Accountancy Services Limited** Bidwell Road Rackheath Industrial Estate Norwich NR13 6PT

Whether you are a client or not, if we can provide further help or advice concerning any of the matters covered here, please do not hesitate to telephone us on (01603) 720424 or email [info@hornbeam-accountancy.co.uk](mailto:info@hornbeam-accountancy.co.uk)

**Disclaimer** Most of the information contained in this Hornbeam Highlights is of necessity greatly oversimplified. We are trying to bring to your attention tax planning and business management opportunities. However, you should not take action based upon this leaflet without obtaining specific professional advice.