

# Kick-start your success in world markets

Helping your business to  
internationalise



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UK Embassy Paris, OMIS event

*The Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government body with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward-looking trade diplomacy strategy.*

Our range of export services is tailored to the needs of individual businesses to help maximise their international success. We not only provide companies with knowledge but also give advice and practical support.

The Overseas Market Introduction Service (OMIS) is a bespoke offer for businesses that puts you directly in touch with DIT staff in overseas markets who, as well as providing research and contacts in your chosen markets, can also provide focused business advice, deliver events, arrange visits or offer a more strategic level of support.

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## **Tailored to your needs**

Not only is every business unique, but so is every market. Each has its cultural differences and ways of doing business. We have trade advisers in the UK as well as local experts overseas who can advise on the support available to you. Our service is designed around you.

Once our advisers understand your requirements, they can provide the specific information and support you need. This can include relevant market research, contacting target customers or partners on your behalf, providing economic or political advice, helping you to raise your profile in the local market, promoting your business and products through events in-market or providing assistance with overcoming barriers.

As a Government department, two things set us apart. First, we are totally impartial. We will give open and honest advice about your chosen country, the market situation and competitor context to enable you to make better decisions. Secondly, as part of the British diplomatic network, our overseas teams can lend real credibility to your business. We can provide unique access to contacts and information. We can open doors and we can impress.

*Around 1,000 companies each year use  
DIT's Overseas Market Introduction Service  
each year*

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## **How does it work?**

Contact your local International Trade Team or Scottish Development International (SDI), Welsh Government (WG) or Invest Northern Ireland (INI) office to arrange a visit from an International Trade Adviser (ITA). Details can be found on [gov.uk/dit](http://gov.uk/dit) and use the postcode search facility. The adviser will listen to your plans and discuss with you the type of information and support we can provide.

## **How can our service help you?**

Business customers tell us that our service has helped them to:

- Promote their business and products through events such as receptions and product launches;
- Understand how to do business in the market;
- Have the confidence to explore or expand in a new market;
- Understand the competition;
- Identify opportunities;
- Access information not available elsewhere;
- Gain access to contacts or partners not otherwise accessible;
- Decide on the best market entry strategy;
- Understand local regulations and standards;
- Overcome barriers to entry or expansion;
- Raise their profile and credibility in the market.

As the package is fully tailored to the needs of each individual business, the choice of elements will be designed to best meet your needs. Why buy an off-the-shelf report that's not quite what you need when you can commission your own?

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## **On-the-ground experience**

There's nothing quite like on-the-ground experience. DIT experts live and work in the country you want to do business with. They speak the language, understand the culture and know how business is done in their country. There is no substitute for this kind of advice, and because it's Government it's not only authoritative but completely impartial.

What our teams' expertise can do for your business is to fast-track you to global markets - and to help you do it with confidence and style!

*More than 70 per cent of Department for International Trade's clients report significant business benefit from using OMIS*

## Reach of Service



### Where in the world is this service available?

The bespoke web-based Overseas Market Introduction Service is available in all markets where the Department for International Trade has teams. In some markets, this bespoke service is delivered by commercial partners.

Visit [gov.uk/overseas-market-introduction-service](https://www.gov.uk/overseas-market-introduction-service) for more information.

If you are interested in a market which is not listed on our website, one of our ITAs or your SDI, WG or INI adviser may still be able to suggest other sources of information for you.

### Unrivalled resources

Many companies find that doing business abroad can be more successful when the right introductions have been made, when cultural business etiquette has been followed and meetings held in appropriate surroundings. Meeting in a venue such as a British Embassy, High Commission or Consulate will say much about your intentions. It may not be right for everyone but the credibility and authority that the British Government can bring cannot be underestimated as a powerful business tool in most countries.

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## **How much do the services cost?**

In your chosen market, DIT will develop and agree a bespoke set of activities with you. A cost will be quoted based on the time required to deliver the work and will vary according to the country, the access to information in those markets and the type of activity required. Typically a short report identifying potential distributors can cost several hundred pounds, while a more comprehensive piece of work or number of activities can be purchased for several thousand.

## **Is it right for me?**

If you are a UK company, either based in the UK or perhaps already overseas, we will almost certainly be able to help you. Just check with your local ITA, SDI, WG or INI adviser or our team in the Embassy, Consulate or High Commission in your chosen country. You can consider investigating just one country or several at a time. We have had UK companies seeking agents and identifying opportunities in a large and diverse number of countries. For most however, one or two countries at a time is plenty.

## **What do I do now?**

To find out more, first see the [export guidance](https://www.gov.uk/guidance/export-guidance) on [great.gov.uk](https://www.gov.uk/guidance/export-guidance), then [contact a trade adviser](#) in your region. They will discuss your need with you and help you decide whether our Overseas Market Introduction Service or one of our other services can be of benefit to you.



Department for  
International Trade

[great.gov.uk](http://great.gov.uk)

## DIT

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