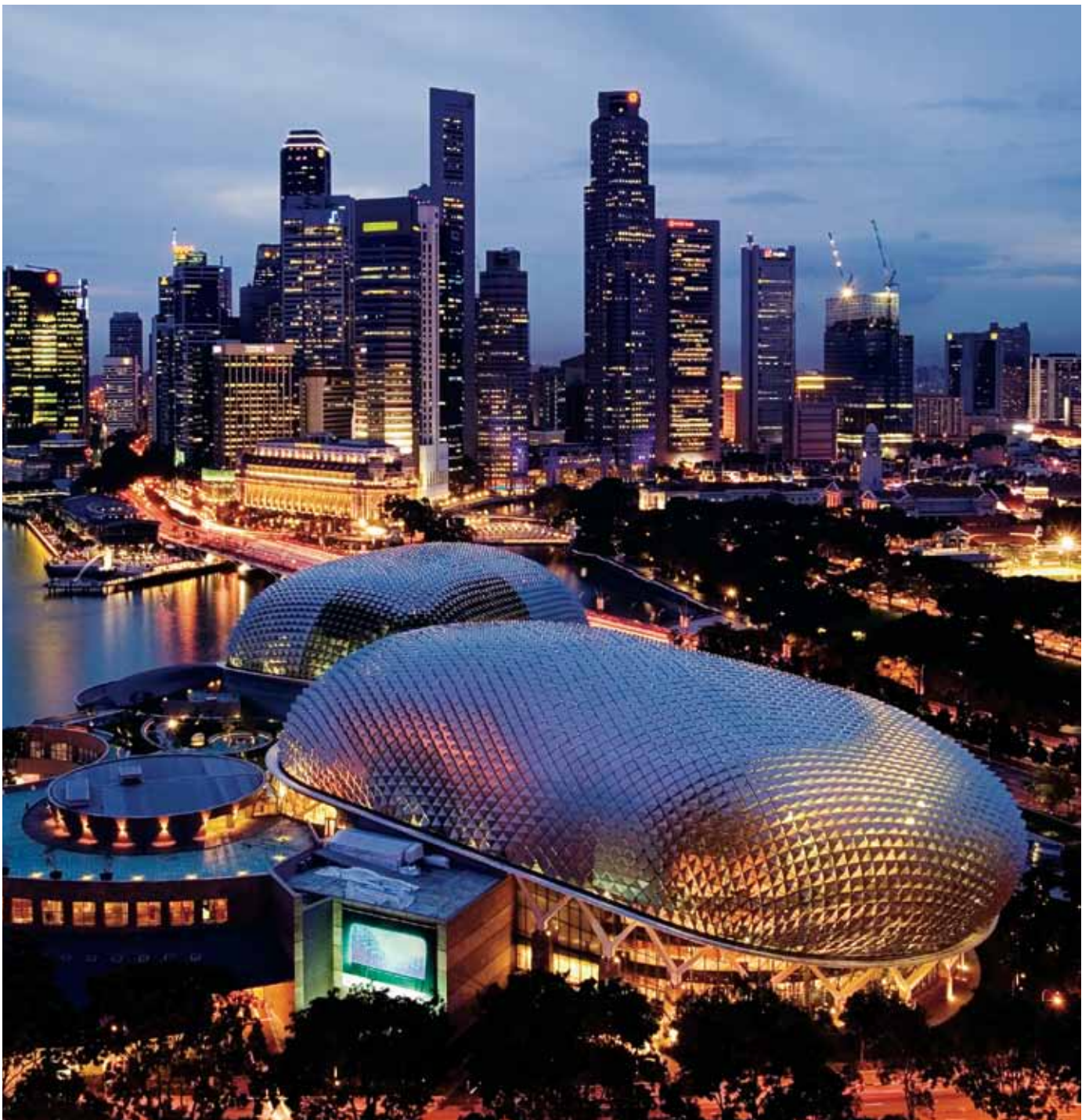


# Your global ambition

## Our expertise

Access our services to help you  
succeed in international business





*Front cover: Singapore skyline*

# Maximise your global potential

Embracing international business opportunities is vital to maintaining a leading edge and ensuring future prosperity.

We are witnessing an age of unprecedented change, which presents challenges and opportunities of unparalleled scale for the UK and other countries around the world.

In this period of increasing global economic uncertainty, it is more important than ever that businesses, whatever their country of origin, raise their game to stay ahead of the competition, increase their bottom line and guarantee their future.

Growing your business internationally could well provide the answer that you are looking for.

UK Trade & Investment (UKTI) can help you every step of the way. We are a springboard for global growth.



*Right: Mode Gakuen Cocoon Tower,  
Tokyo, Japan*





# Best for business



The UK is a world-class location for international business. Its dynamic and diversified economy and unique combination of success, confidence, innovation, quality and ambition make it a truly global economic powerhouse.

Competition in the world of international trade is increasingly fierce and we are experiencing an era of change, new opportunities and economic turbulence. The UK is embracing these new challenges and cementing its position as a world leader.

Building on the country's proud history as a leading trading nation, UK companies recognise the importance of competing in a globalised economy and of becoming leaders in their field, not just at home but across the world.

And companies from outside the UK are increasingly choosing to locate or expand here, attracted not only by the strength and stability of the UK market, but also by the recognition that this country is a springboard to further international growth.

With the clock now ticking to the opening of the 2012 Olympic and Paralympic Games in London, the eyes of the world are firmly on the UK. This provides a perfect platform for UK companies to showcase their expertise and do business in overseas markets, and for firms across the globe to make the most of all that the UK has to offer.

Building on the country's proud history as a leading trading nation, UK companies recognise the importance of competing in a globalised economy and of becoming leaders in their field.

## Building prosperity

UK Trade & Investment (UKTI) can help you take advantage of these opportunities. As the UK Government's international business development organisation, working in close partnership with the Devolved Administrations in Scotland, Wales and Northern Ireland, we can give you the support that you need to help your business grow and prosper.

With an unrivalled network of specialist advisers throughout the UK and in British embassies and other diplomatic posts across the globe, we build the capacity of UK exporters, both new and experienced, by offering strategic, impartial advice and research; political support in overseas markets; introductions to key contacts and assistance with promotional activities.

Our clients consistently cite the importance of UKTI support in helping them to overcome barriers to new overseas business and enabling them to improve their business performance.

Our trade development services can make a real difference to your business. The first consultation with a UKTI adviser can normally be arranged very quickly and is completely free of charge. The cost of subsequent packages of support is then based on the individual requirements for your business and the amount of detail needed, and it will always offer significant value for money. Understanding our customers' needs is vital.

## Adding value

Independent research shows that:

- for every £1 that UKTI spends, £19 is generated for the UK economy,
- in 2009, the UK secured 1,619 inward investment projects and UKTI helped to bring 759 of these projects to the UK,
- UKTI's estimated total financial benefit to businesses across all trade services is around £3 billion each year,
- each UKTI service generates over £100,000 in estimated benefits per customer, and
- some 2,960 companies increase R&D activity in the UK as a result of UKTI support.

For international businesses currently outside the UK or firms who have chosen to locate here, UKTI leads and guides an inward investment network comprising ourselves, the new inward investment organisation for London, and the Devolved Administrations of Wales, Scotland and Northern Ireland. The network works with inward investors at all stages of their decision making cycle, becoming their advocate in Government and with other public bodies.

Every year, we help hundreds of overseas firms, from hi-tech start-ups to global industry leaders, to discover global growth from a UK base.

Innovative, professional, entrepreneurial and customer-focused, no other organisation is better equipped to support globally-minded companies, both big and small, saving them valuable time and money in the process.

Let us help you be the best, too.



*For every £1 that UKTI spends,  
£19 is generated for the UK economy,*



## Case study

### The British Curry Company

The British Curry Company (BCC), maker of Bombay Authentics curry sauces, was founded in 2002 by two friends in Pulborough. The first products were sold at village fetes and consumer shows such as the BBC Good Food Show. However, BCC now exports to 15 markets around the world.



One of its biggest markets is the USA, where business has really taken off after the appointment of American Roland Food, a US importer and distributor of fine food products. Thanks to this collaboration, Bombay Authentics luxury curry sauces, chutneys and pastes are available in prestigious US stores, such as Whole Foods Market, and online through Amazon.

Roland Food Corporation also exports to some 65 countries worldwide and is helping BCC break into Canada, the Caribbean and Latin America.

Co-founder, Patricia Forbes attributes its success in the USA to the dedicated and proactive approach taken by Roland Food Corporation and to UKTI's support and advice. "Our International Trade Adviser (ITA) at UKTI South East, was an invaluable asset in deciding to appoint Roland Food Corporation, bringing his wealth of experience to bear at a critical time for BCC," said Patricia.

"As a small company, having the support and expertise of UKTI has been significant in helping us grow our business overseas. UKTI has provided guidance and in-depth knowledge of countries we wanted to move into; as well as invaluable contacts; and has helped fund visits to key trade fairs around the world.

"We could never have expanded so quickly and broken into the US and Middle East markets without our ITA's unwavering support and insight. He's given us the confidence to go for opportunities around the world and we're certainly reaping the benefits."

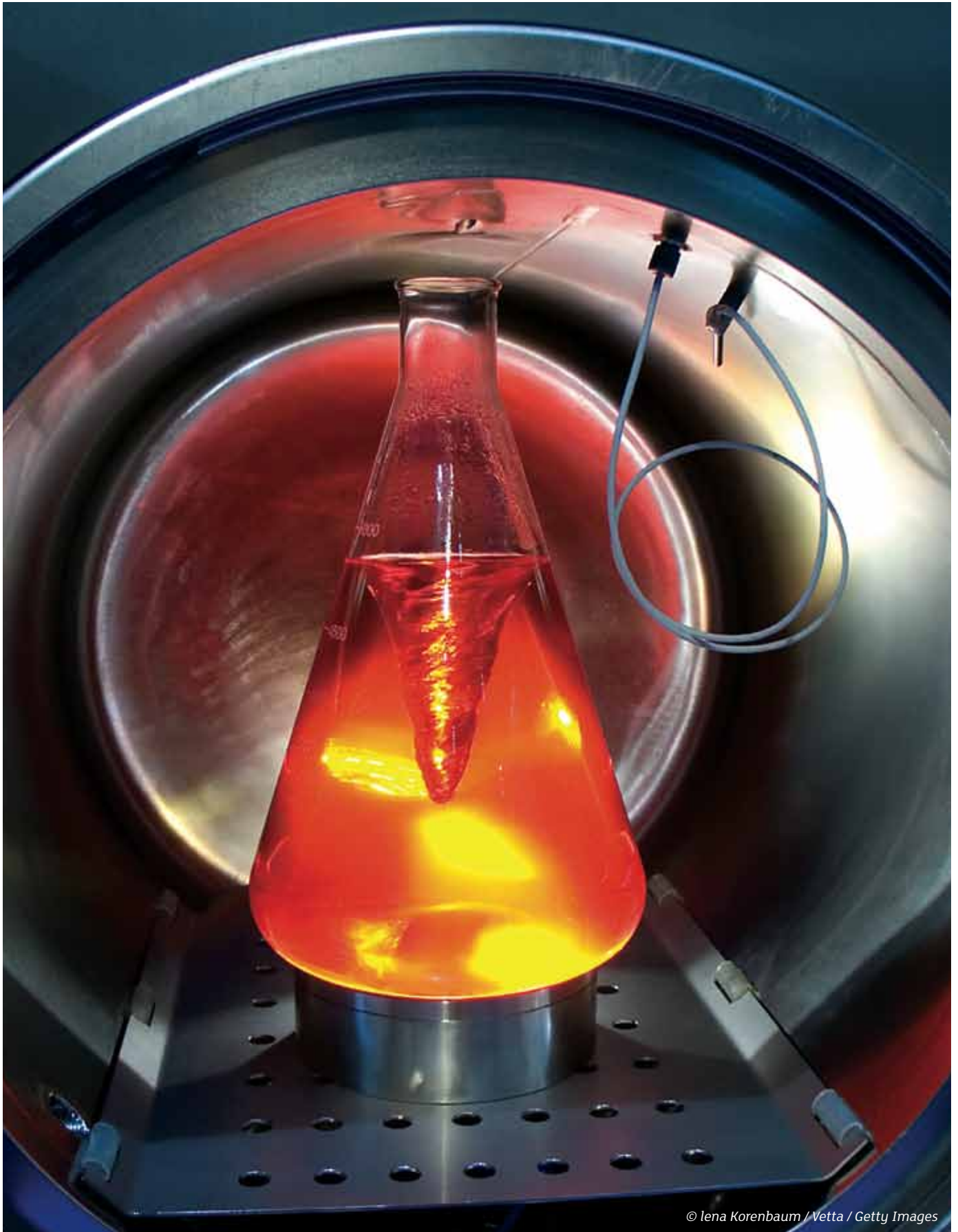
Having completed UKTI's Passport to Export programme for novice exporters, BCC would have had very little ongoing contact with UKTI, until recently. The introduction of Gateway to Global Growth, a follow-on scheme for more experienced exporters, means that UKTI has been able to continue working with the company in a strategic way. This has helped BCC to continue taking full advantage of international business opportunities.

## Facts:

- In 2009, the UK captured 18 per cent of the global defence export market thanks to £7.2 billion of new business.
- London is the leading European centre for private equity and Europe's largest centre for management of hedge funds and sovereign wealth funds.
- The UK is a world leader in university R&D, with more scientific research papers per head than the USA, Germany, France or Japan.
- The UK is number one for headquarter operations in Europe.
- The UK is the world's second-largest exporter of TV programmes.
- The UK has the top four universities in Europe.
- London is the global centre for emissions trading.
- UK scientists have been awarded over 70 Nobel prizes in scientific disciplines.
- The UK has the highest number of leading MBA courses in Europe.
- London is the world capital for wi-fi hotspot use, racking up four times as many wi-fi sessions as New York and Chicago

Our clients consistently cite the importance of UKTI support in helping them to overcome barriers to new overseas business and enabling them to improve their business performance.





# Unlocking opportunities

When UK companies do business overseas, they benefit the UK economy by increasing productivity, competitiveness and innovation.

Internationally active firms achieve a level of growth not otherwise possible; utilise their capacity more effectively; reduce their dependence on a single or small number of markets; become exposed to new ideas; and increase the commercial life span of their products or services.

**That is why UKTI is so dedicated to helping UK exporters in global markets.**

Despite intense competition, UK products, services and expertise continue to be in demand across the world. And, even in the face of a global economic downturn, opportunities remain plentiful. This is particularly true in high-growth markets, such as Brazil, Russia, India and China, whose dynamic economies will provide a wealth of prospects for UK firms in the coming decades, not just in their established cities, but increasingly, in regional, lesser-known centres, too.

**UKTI aims to be the springboard for this success by providing a range of unique trade support services.**

Whether you are venturing into selling overseas for the first time, or are an experienced exporter trying to break into new markets, these services, including support and mentoring from experienced advisers in the UK, support to participate in selected trade fairs and outward missions; advice on communicating overseas; and bespoke market intelligence, can help make doing business internationally nearly as easy as doing business in the UK.





# Exporters

## How UKTI can help you

UKTI's services assist companies with tailored training, planning and support to help them prepare to succeed overseas. Getting started in international trade can be tough – there's a lot to learn and, often, a lot at stake. That's why it helps to have top-quality, cost-effective advice and support.

### UKTI can provide:

- an export health check to assess your company's trade development needs and help develop a plan of action,
- export skills training,
- access to an experienced local International Trade Adviser,
- access to providers who can assist with export documentation and regulatory issues,
- specialist help with tackling cultural and language issues when communicating with overseas customers and partners,
- advice on how to go about market research and the possibility of a grant towards approved market research projects,
- ongoing support to help your business continue to develop overseas trade and look at dealing with more sophisticated activities or markets,
- a quarterly international business magazine specially for small and medium-sized enterprises, and
- advice on the comprehensive range of international trade help available from UKTI and others.

The UK is a world leader in university R&D, with more scientific research papers per head than the USA, Germany, France or Japan.

Once the initial groundwork has been done, UKTI assists new and experienced exporters with information, help and advice on entering overseas markets. To be a successful exporter you need to travel to your target markets and build lasting commercial relationships with your clients and partners. This is not always easy, but UKTI can help you with practical assistance before you go and ongoing help while you're there.



As a small company, having the support and expertise of UKTI has been significant in helping us grow our business overseas.”

*Co-founder, Patricia Forbes, The British Curry Company*

#### Our services include:

- information, contacts, advice, mentoring and support from UKTI staff at home and overseas in our network of embassies, consulates and other offices in 96 markets,
- support to participate in trade fairs overseas,
- opportunities to participate in sector-based trade missions and seminars,
- access to major buyers, governments and supply chains in overseas markets,
- advice on forming international joint ventures and partnerships,
- exploratory visits to new markets,
- support for experienced exporters to build on their previous successes and develop new export markets, and
- alerts to the latest and best business opportunities.



# World-beating network

In England, our services are accessed and delivered through local UKTI International Trade Teams located around England where they are close to the customer. In Scotland, Wales and Northern Ireland, they are delivered in co-operation with the respective Devolved Administrations.

As well as offering its own services, UKTI also helps to fund a number of export programmes run by partner organisations. Our network of experts has world-beating knowledge and expertise across key markets and industry sectors, and we have in-depth strategies in place for priority areas, such as ICT, energy, life sciences, advanced engineering, financial services, healthcare and the creative industries.

Central to everything are our close and enduring relationships with our valued customers, relationships that can open the door to a whole new world.

Whatever your size and level of experience and wherever in the world you want to sell, talking to UKTI is one of the best moves your company can make. We'll help you research overseas markets, gain the necessary international trade skills, identify opportunities and turn them into real business.

With approximately 1,300 staff across all key global markets, no other organisation is better equipped to help companies do business internationally.

The 24,700 exporters helped by UKTI last year employed over 13 million people in the UK, over 60 per cent of the total non-government labour market.



## Case study

### Westfield Sportscars Ltd

Black Country sports car manufacturer Westfield Sportscars Ltd, which currently produces around 400 vehicles a year as kit car or ready built models, signed a Memorandum of Understanding with Malaysian firm DRB-HICOM, following support from UK Trade & Investment (UKTI).



To take this forward, Westfield welcomed a special project team from DRB-HICOM, led by the Malaysian firm's group managing director, for a joint technical and feasibility study to work together towards producing a selected range of sports cars for the Asia-Pacific market.

Westfield's Managing Director, Julian Turner said: "This deal is a major milestone for our company. It will open up new markets for our vehicles through DRB-HICOM's manufacturing and distribution networks, increasing our production fivefold within the next three years.

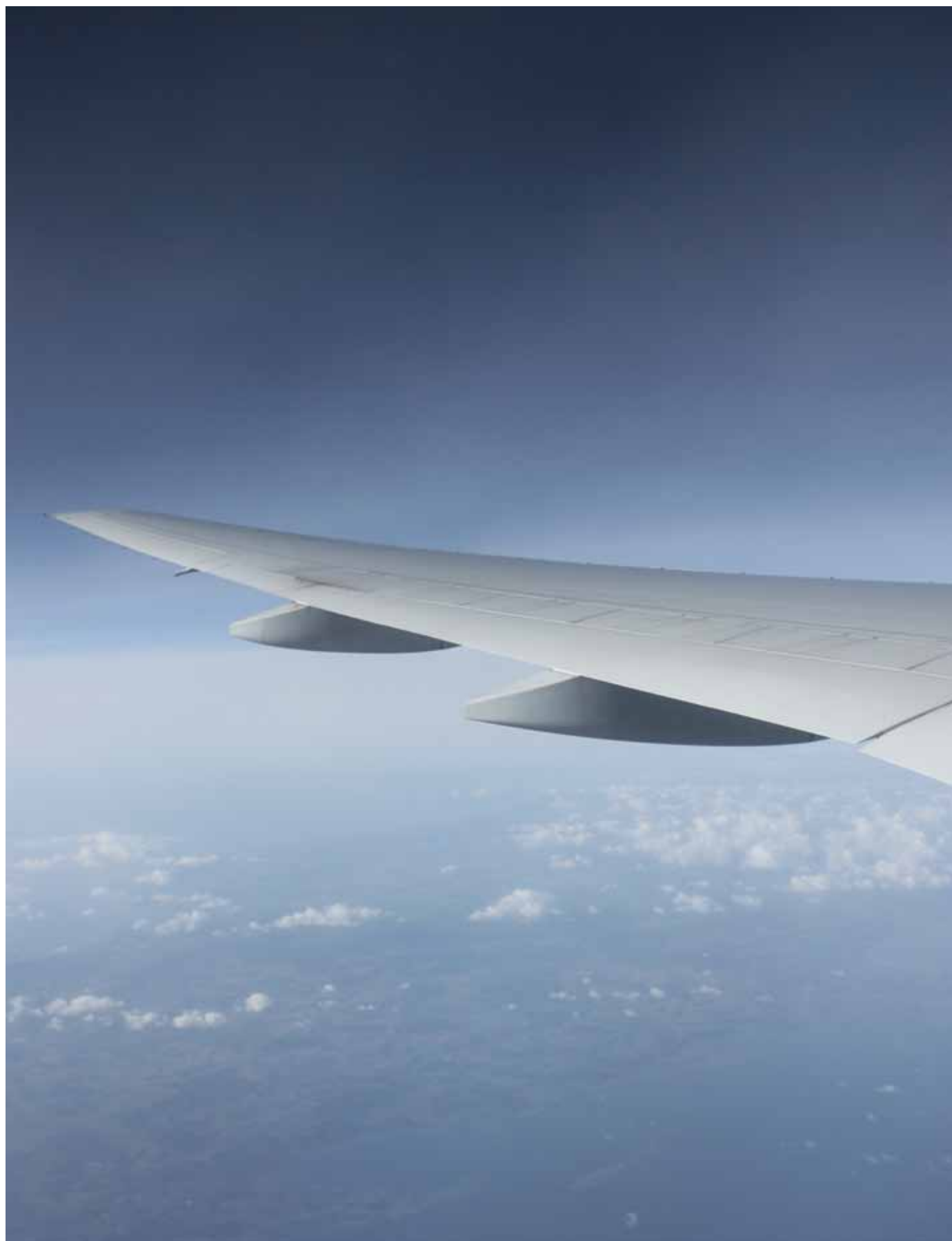
"We are planning to work together to develop a new range of sports cars, which will all be made in the West Midlands. None of this would have happened without UKTI. We first made contact with DRB-HICOM after presenting at a UKTI-supported international trade show and went on to visit them with funding from UKTI.

"Our International Trade Adviser helped us firstly through the Passport to Export initiative, and then with a bespoke and focused international action plan. Export sales now make up 95 per cent of our £4 million annual turnover. We have dealers across Europe, and in the Asia-Pacific region, Australia and the USA,

and have just signed a new dealer in Germany – which is projected to bring in an additional £500,000 – after visiting the market with funding through Passport to Export."

The company is planning to more than double its 33-strong workforce to meet demand from the Malaysia deal.

[www.westfield-sportscars.co.uk](http://www.westfield-sportscars.co.uk)



# New or experienced exporters

## Summary of our services

If you are considering doing business overseas, talk to us about how our comprehensive range of export services can help you to achieve your goals.

- **Passport to Export** provides new and inexperienced exporters with the training, planning advice and ongoing support they need to succeed overseas.
- **Gateway to Global Growth** is a service for experienced exporters. It offers a strategic review, planning advice and support to help companies to build on their previous success and develop new overseas markets.
- **Business opportunities** can be emailed directly into your in-box, highlighting hot leads in your chosen overseas market. You can sign up for this free service by visiting [www.ukti.gov.uk](http://www.ukti.gov.uk)
- **Overseas Market Introduction Service (OMIS)** is a tailored service and can help you to access market and industry information, identify potential contacts or assist in planning an event.
- **Events and seminars** are held across the UK and the world. They include specific sector and market-based activities.
- **Trade missions** are organised to help UK companies visit the marketplace they're interested in and talk face-to-face with prospective business partners. UKTI also organises missions into the UK to allow overseas delegates to meet with potential partners or investors.
- **The High Value Opportunities programme** proactively identifies global supply chain opportunities, coupled with an online service giving access to several hundred sales leads around the world each month.

There is a charge for some of these services. For example, the cost of the Overseas Market Introduction Service (OMIS) which is based on a series of clear price bands depending on the type of activity required and how long we require to complete the task. For all OMIS services, we agree the work we will undertake and the cost before starting. Typically, a small, short tailored report can start at £370 (plus VAT), increasing as we undertake more detailed and comprehensive work.



**Export Communication Review**

assesses the way companies communicate with overseas customers and makes practical recommendations for improvement, including advice on websites. The service is managed for UKTI by the British Chambers of Commerce.

**Export Marketing Research Scheme**

offers support, advice and grant funding to eligible companies wishing to research a potential export market. The service is managed for UKTI by the British Chambers of Commerce.

**FCO Country Updates** provides authoritative analysis of emerging markets and identifies key issues relevant to UK business, for example, assessments of political and economic issues. The updates are compiled by UK embassies with access to high level Government and business contacts.

**Springboard** is UKTI's free quarterly international business magazine showcasing UK business excellence on a global stage. The primary readership is senior business people within companies operating in a global marketplace.

For more information on any of these services, please contact your local UK International Trade Team. Contact details on [www.ukti.gov.uk](http://www.ukti.gov.uk).

## What our business customers say about us

Independently-conducted business surveys tell us that UKTI's support helps them to:

- The UK is one of the top investment locations in the world,
- identify opportunities and open doors,
- reach customers/business partners not otherwise accessible,
- raise their profile and credibility overseas,
- overcome barriers to entry or expansion, improve overseas marketing strategy,
- gain access to information not otherwise available,
- understand the competition,
- access powerful research to inform management decisions, and
- have the confidence to explore or expand in overseas markets.

The UK is the sixth largest trading nation: our exports are vital to our national prosperity.

## Case study

### Norgren

Norgren is one of the three largest global suppliers of pneumatic motion and fluid control solutions, employing 6,000 people globally, including 300 design and development engineers.



The company has been working with the rail sector for over 25 years, and customer demands have led to rapid technological changes in speed, comfort and safety. Norgren prides itself on developing smaller, lighter and faster products and solutions for customers around the world, whether it's braking systems on 400 km high speed trains operating at -40°C in Northern China, or freight wagon door systems operating at 60°C in outback Australia.

In early 2009, UK Trade & Investment (UKTI) carried out a Railways Scoping Mission in Mexico and produced a report, titled 'UKTI Railway Sector Fact Finding Mission to Mexico'.

As a result of the interest generated by the report among UK companies, a UK Railways Trade Mission to Mexico was scheduled for July 2009, organised jointly by UKTI and the Railways Industry Association. Norgren was invited to join.

"We had tried on our own to meet key players in the Mexican railways sector, but it was taking time to find the right people to speak to," says Max. "UKTI made it quicker and easier for us, providing contacts we needed to get our brand known in the market. In one week, we had around ten meetings arranged for us by UKTI, with top managers and senior staff."

The trade mission was a great success. Norgren has since begun work on a door control system for Metrorrey, the metro in Monterrey, and is in the testing phase of a project with Ferromex, the operator of the largest railroad in Mexico.

"We have made excellent progress in the Mexican railways sector since taking part in the UKTI Trade Mission," says Max. "It can be a very difficult industry to get in to, but we were able to make use of UKTI's relationships and contacts which made a big difference. We have big plans now for our business in Mexico, and will continue to turn to UKTI for support as we further consolidate our position in the local market."

[www.norgren.com/rail](http://www.norgren.com/rail)

# Global knowledge local experts





An aerial photograph of the Tokyo skyline, featuring the Tokyo Tower prominently on the left. The city is densely packed with buildings, and the water of Tokyo Bay is visible in the distance under a hazy sky.

The UK is one of the leading  
**business location**  
in the world and the best in Europe.

UKTI assists over  
**23,000 companies**  
to exploit opportunities in  
overseas markets every year.

# Inward Investors

## Discover global growth from a UK base



### Maximising foreign direct investment

The UK's innovative and knowledge-based economy, underpinned by excellent public services and infrastructure, is synonymous with opportunity and global potential. Supported by a stable political system and a well-established legal framework, it offers a skilled and flexible multicultural workforce and a unique spirit, individuality and all-round creative energy.

Blessed with a favourable geographic position and time zone, the UK is at the hub of international business, bringing the world to a company's door. Unlike most of its competitors, the UK isn't just an investment destination: rather, it is an investment multiplier, a springboard to international growth that upgrades the value of a company's investment.

The UK, in itself, offers the best of international business. Companies don't do business in the UK just because they're interested in the prosperous UK market. They also come here to become global.

In the UK, companies, including many of the world's major corporations, plug directly into the heart of global finance, global creative and professional services, global media and global talent. They enjoy access to world-class science and academia, and link into a wide network of smaller enterprises, many of which are also world leaders in their fields.

In short, the UK is the gateway of international connections. No wonder, then, that the UK is a magnet for foreign investment. In 2009/10, the UK attracted 1,619 new investments.

Talk to UKTI and you, too, could be at the heart of this global crossroads.

## Case study

### Mitsubishi Power Systems Europe

UK Trade & Investment (UKTI) worked closely with Japan's Mitsubishi Heavy Industries (MHI) to help it establish a dedicated UK-based European headquarters for its power systems business, Mitsubishi Power Systems Europe (MPSE).



In late 2007, MPSE was incorporated as a UK company, in London, and it has grown rapidly ever since.

UKTI has continued to work with MPSE as the company researched the potential to set up a UK offshore wind turbine R&D and future manufacturing facilities. This included providing information on the breadth and depth of UK manufacturing capability and facilitating top-level meetings.

On announcing their intention to invest in a UK wind turbine R&D project in February 2010, Senior Executive Vice President Ichiro Fukue and MPSE CEO Akio Fukui said: "MPSE is delighted to be working in partnership with the UK Government to create this exciting opportunity for the development of world-class offshore wind technology in the UK. We have been working with UKTI for some time and we look forward to further growing our offshore wind business with UK-based partner and supply chain businesses."

MHI, through MPSE, announced in December 2010 that it had acquired Artemis Intelligent Power, and had chosen Scotland as the location for its UK R&D centre. This could represent an investment of up to £100 million over five years.

[www.mhips.com](http://www.mhips.com)







# Inward Investors

## How UKTI can help you

UKTI's comprehensive range of services assists overseas companies, whatever their size and experience, to bring high-quality investment to the UK. They are delivered in partnership with teams in London and the Devolved Administrations of Scotland, Wales and Northern Ireland.

Deciding where to locate your international business is often a long and involved process. It is UKTI's job to know the UK's strengths and where investment opportunities exist. Our services help businesses coming to the UK get up and running with speed and confidence.

More than 330,000 new companies are registered in the UK every year.





“When you start out in a new country, you don’t know where to go, what to do or who to speak to. Everything is different, from business culture to rules and regulations. UK Trade & Investment guided us through the process, and helped us to contact the right people to make our move as smooth as possible.”

*Dorothee Lacroix, Country Manager, 1000mercis UK*

## Case study

### PharmaTrust

Canadian company PharmaTrust was confident that its technology would complement changes in the UK pharmaceutical industry. With UK Trade & Investment's (UKTI) help, it has now set up its European Headquarters in London.

“We have made excellent progress in the Mexican railways sector since taking part in the UKTI Trade Mission”

The PharmaTrust™ MedCentre is a remote pharmacy dispensing technology that allows people to access pharmacy services in a range of languages, 24 hours a day, seven days a week. Using state-of-the-art video and scanning technologies, it gives patients a remote, face-to-face consultation with a pharmacist, allowing them to have their prescription medications filled quickly and privately.

The system is simple. A patient touches the screen, inserts a prescription, picks up the phone and begins speaking with the pharmacist who appears on screen via two-way video technology. Each patient experiences real-time interaction with a pharmacist throughout the dispensing process, and at the end of the consultation, payment, if required, is processed and the medication is dispensed.

An adviser from UKTI met with PharmaTrust to discuss the basics the company needed to know about doing business in the UK. The company knew that its technology may be seen as controversial, and that its success would depend largely on its ability to win over key players in the industry to understand the benefits.

The results of the meetings with stateholders discussions were encouraging, and PharmaTrust began to make practical arrangements for setting up a sales office in the UK. Again, UKTI was able to help, advising on incorporation, how to recruit and pay staff, opening a bank account, and finding premises.

In May 2010, PharmaTrust opened its first sales office outside Canada, in London with the first of its six members of staff. The company is now working on expanding to the West Midlands and hopes soon

to open an operations centre in Birmingham. Having attended the Pharmacy Trade Show in Lisbon recently, where it was again supported by UKTI, it is also in discussions with potential customers in Europe.

“Thanks to the support we had from UKTI, we were able to get up and running in the UK within three months,” says Peter Suma, President of PharmaTrust. “UKTI outperformed all of our expectations, offering practical support and advice every step of the way. When we first approached UKTI, we expected a polite response directing us to websites of information. But, what we got was direct engagement with a UKTI account manager who understood what we needed and proactively contacts us on a daily basis to let us know about new opportunities.”

[www.pharmatrust.com](http://www.pharmatrust.com)

## What inward investment clients say about us

Independently-conducted business surveys of our inward investment clients tell us that locating in the UK enables them to:

- keep up with competitors,
- access other markets in the region,
- be close to key centres of knowledge, research or expertise,
- access an established network of business services, and
- tap into a knowledgeable and skilled workforce.

*Right: BG Premier Power,  
Northern Ireland, UK*







“By choosing a local partner that is already established in the market, we are able to draw on its expertise, local knowledge and brand awareness as we gain a foothold in the local market.”

*Peter Suma, President of  
PharmaTrust*

# A summary of our services

## For Inward Investors



### For companies considering setting up in the UK, we offer:

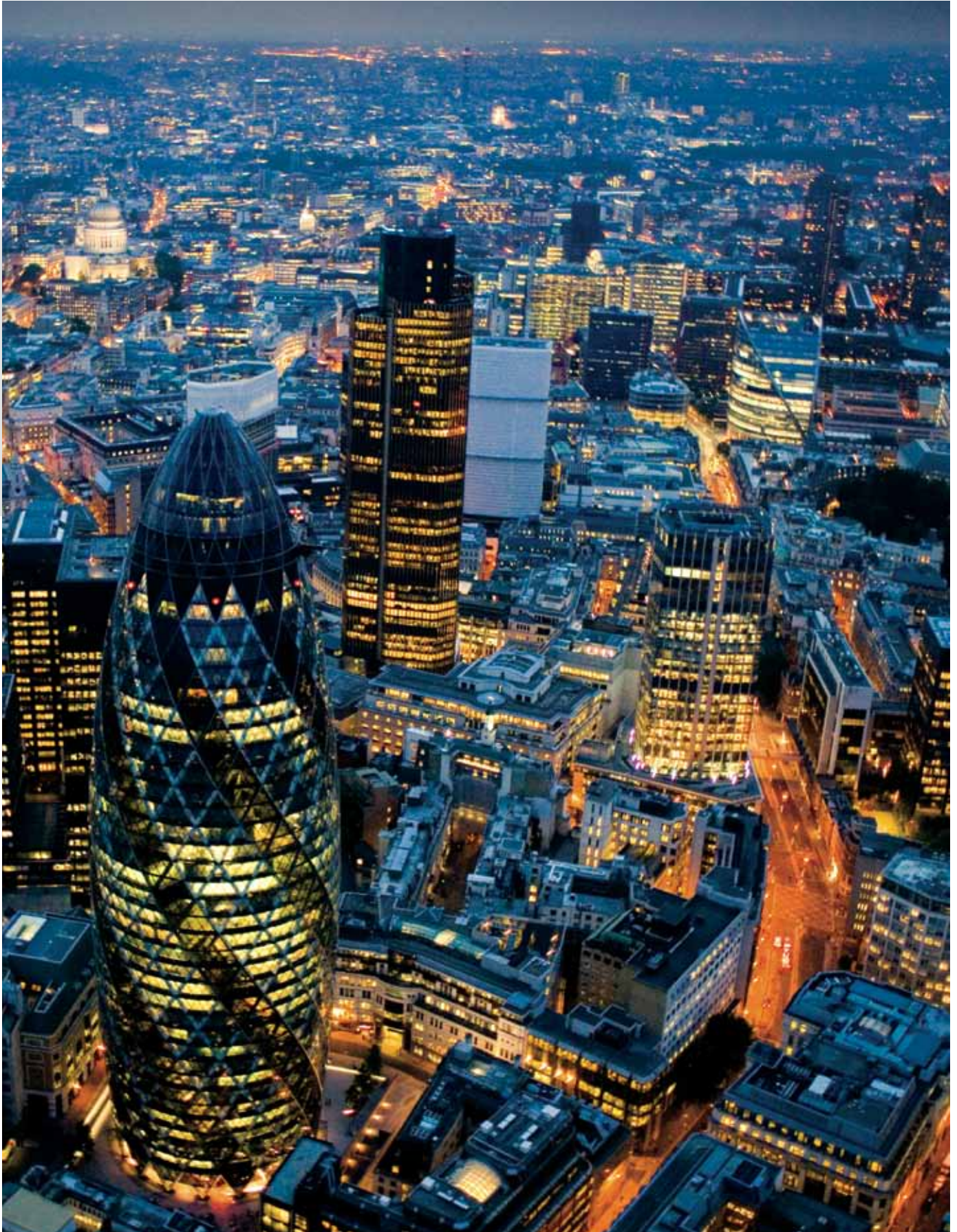
- impartial advice on where and how to set up a business in the UK,
- in-depth, tailored information, including advice on financing, recruitment and activities such as R&D, tax, human capital and visas,
- access, through the UK Advisory Network, to lists of professional service organisations, such as accountants, lawyers and banks, that can support your move to the UK,
- assistance, via our Partnership Programme, in finding new partners and expanding your business,
- practical help in the field, including visits to suitable locations, finding business partners and accessing financial incentives, and
- a first-class aftercare service, offering investors an opportunity to raise questions and issues about their investment in the UK.

Once you're established in the UK, we can then help your company to expand – both in the UK and overseas. We provide support and advice on:

- optimising your investment in the UK by expanding both nationally and internationally,
- new UK business opportunities,
- choosing a new UK location,
- growing your industry networks,
- having your say in UK Government,
- trading overseas, and
- setting up a European headquarters.

Take advantage of these services and you, too, could be part of the UK success story.







## Facts:

- The UK is a leading inward investment location in Europe.
- In 2009/10, the UK attracted 1,619 foreign direct investment (FDI) projects (UKTI had significant involvement in 759 of these) from 54 countries, a record-breaking performance.
- According to the World Bank, it takes 13 days to set up a business in the UK, compared to the European average of 32.
- London is the leading city in Europe, in terms of languages spoken.
- In 2009/10, R&D investment into the UK increased by 36 per cent on the previous year 2008/09.
- The UK is ranked as the best performer in the G8 leading economies per unit of R&D spend.
- The level of FDI stock in the UK was over US\$1,125 billion, an increase on the previous year (UNCTAD World Investment Report 2010).



*Above: Nissan Factory, Sunderland*

The UK is home to major international manufacturing brands such as BAE Systems, Rolls-Royce, Airbus, GKN, JCB, Caterpillar, Ford, BMW, Toyota, Nissan and Honda, with UK advanced manufacturing companies supplying to all these businesses.



## Case study

### 1000mercis Ltd

1000mercis (Mille Mercis) started out in Paris in 2000 as a database management company. Its core business was working with clients to help them develop new business prospects using interactive advertising, and build loyalty with existing customers through interactive marketing.



Over the past ten years, 1000mercis' French operations have grown from seven employees to 150. The company has built a database of 20 million email addresses of people that have signed up to receive promotional emails, which it rents to its clients on a project-by-project basis, qualified to produce a list that suits the target demographic. All the services offered by the company are carried out in-house.

Towards the end of 2006, 1000mercis began to consider setting up a presence outside France. The French office would continue to manage the technical side of the operations and the database management, but the company would establish a sales and marketing team elsewhere.

1000mercis decided to focus on the UK, which it knew to be a major centre of international business. It was around this time that UK Trade & Investment (UKTI) in Paris contacted the CEO of the company and offered to help it to set up in the UK.

"It was important for us to have the support of UKTI and its partner in London," says Dorothee Lacroix, Country Manager for 1000mercis UK. "When you start out in a new country, you don't know where to go, what to do or who to speak to. Everything is different, from business culture to rules and regulations. UK Trade & Investment guided us through the process, and helped us to contact the right people to make our move as smooth as possible."

By 2008, 1000mercis had clients in 22 countries across Europe and the rest of the world, including Japan, Australia and South America, and had established itself as an expert in online marketing. While the Paris office continues to focus on the French market, in the UK 1000mercis has managed to secure contracts with big name international clients, including easyJet, Expedia, eBay and TAG Heuer.

**[www.1000mercis.co.uk](http://www.1000mercis.co.uk)**

## Next steps

If you are interested in finding out more about UK Trade & Investment's (UKTI) unique range of services, we recommend that you register on our website, which contains a wealth of information: [www.ukti.gov.uk](http://www.ukti.gov.uk)

It also enables you to find your local International Trade Team and contains contact details of relevant UKTI staff to help you follow up on the areas that are of interest to you.



We also operate a customer enquiry line, which is staffed from 09.00–17.00, Monday to Friday. If you want to find out more, speak to someone directly or have any questions or feedback, then please give us a call: [+44 \(0\)20 7215 8000](tel:+442072158000).

Overseas-based investors and UK-based companies operating overseas can also contact the UKTI team at their local British embassy high commission or consulate (see website for details).

[Make that first contact and you will be one step closer to your springboard for global growth.](#)

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