



Helping Kent
businesses 'go global'



The KIB Programme received a “Highly Commended” in the 2013 Enterprising Britain Awards.



@Kent_int_biz

www.kentinternationalbusiness.co.uk



Why did we set up KIB?

- **International Trade can help Businesses Grow**

“Firms new to exporting on average experience a 34% increase in productivity in the first year, and are 11% more likely to survive” (UKTI)

- **Only 8% of Kent firms regularly export despite Kent’s location - lower than SE average**

(Kent International Business Study May 2010)

- **Confusion in support landscape;**

- *“who can help my business?”*

- **International Trade can be daunting: barriers**

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KIB Aims & Objectives

- To raise awareness of the benefits of international trade (for the local economy)
- To boost Kent's export levels and promote business growth
- To ensure that the trade support services in Kent are more coherent, joined-up & visible
- To provide relevant support to Kent companies for international trade through the KIB partnership

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The Benefits of Exporting

Exporting can allow companies to:

1 Achieve levels of growth not possible domestically.

2 Increase the resilience of revenues and profits.

3 Spread business risk.

7 Improve financial performance.

8 Improve productivity.

9 Boost their profile and recognition internationally.

4 Achieve economies of scale not possible domestically.

5 Increase the commercial lifespan of products and services.

6 Increase the returns on investment in R&D.

Source: UKTI

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KENT
International
Business

The KIB Partners

University of
Kent



**KIB is also supported by Kent District & Borough Councils
through the Kent Economic Development Officers Group**

Awareness Raising:



@Kent_int_biz

www.kentinternationalbusiness.co.uk

KIB Website: single source of information



www.kentinternationalbusiness.co.uk

KIB Activities

Local events: sector, topic or market specific
Delivered by KIB Partners



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KIB Activities

- KEIBA awards & company case studies – celebrating success to inspire others



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KIB Activities

Securing EU Funding to deliver international trade support programmes in Kent:

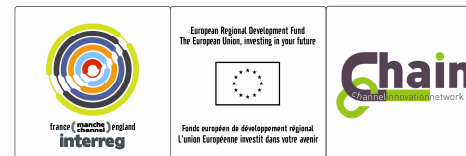
- Enterprise Europe Network



- 2 Seas Trade Project



- Chain 2 Project



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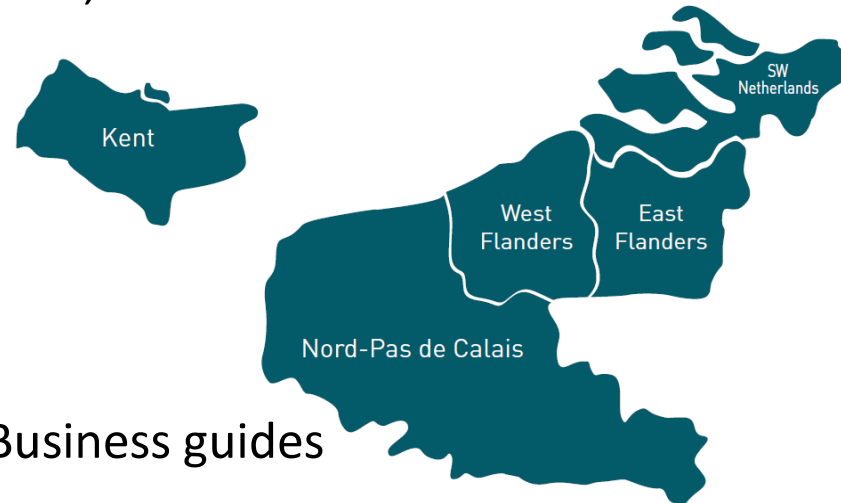


The 2 Seas Trade Project

- Market entry support programme (Dutch, Belgian & French markets)
- Aimed at new exporters
- Project led by Kent County Council (9 Partners including chambers of commerce in Belgium & the Netherlands)
- €700,000 EU Funding secured for Kent, East & West Flanders & the SW of the Netherlands

Activities:

- Local business workshops
- 1-2-1 support visits
- Trade fairs & market visits
- Advice & information e.g. Doing Business guides



www.2seastrade.eu



2ST Market Visits & B2B Networking



- Sector specific visits
- Meet with real businesses in mainland Europe
- Market research e.g. “is Belgium right for my products or services?”



2ST Project Testimonials: Market Visits

"We met a Belgian importer at the event who ordered 80 cases of our product there and then"

"Last week as a result of the networking event we have had a customer ask for a quote of between 20,000 and 45,000 items to France!"

"It has helped me make decisions on where to go for exports."

"Workshops have encouraged me to start looking at Belgium which led to a UKTI OMIS study and a visit which should soon result in distributor agreement"

"Just a brief note to thank you all for the hard work you must have put in to enable me to attend the last 2 days at the Aquatech. The B2B section far exceeded my expectations and time will tell regarding opportunities which may develop from this. The exhibition overall was most helpful widening my technical knowledge, experience and for the contacts refreshed and new contacts made. The other participants, who are all on our doorstep in Kent, will also provide business opportunities that would never have occurred had we not met over the last two days. It was a most worthwhile time for myself and my company so do please ensure you thank your team who were so helpful all along the way"

"Gained additional market intelligence, met potential new clients, met potential new suppliers , met exciting partners and met potential new distributor in Turkey".

"Good leads from European suppliers and people on trip."

"Better understanding of the opportunity in each market/country & 3 good leads/contacts to sell direct or partner."

"New contacts and products. Great experience, great group (the size of the group was perfect too)"



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The 2ST Project: Trade Fair Stands



- Joint Kent – Flanders – Netherlands stand
- Free stand space for small businesses
- Opportunity to test the market & sell direct to an international audience



2ST Project Testimonials: Trade Fairs

"We were very happy with the help we received from 2 seas Trade, it enabled us to meet and sign a new distributor in Turkey. It is a long process to find the right help but we would recommend 2 seas Trade to any business that needs help expanding into Europe."

"We made over 15 new contacts from Tavola, the most important was the appointment of our distributor. The majority of contacts were within Belgium and the Netherlands and thus handed over to the distributor but we also supplied product as a result of contacts met at the fair to Australia and Germany. 2 years on, Our distributor still represent us and their business continues to spread the word about our products for us."

"As a direct result of contacts made at the trade fair, we are now successfully doing business with a top-end Belgian catering company and our turnover increased significantly as a result last year and is forecast to do the same this year."



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The 2ST Project Outputs

- 15 Business workshops in Kent, 162 Kent businesses attended
- 2ST Stand at 4 international trade fairs, 18 Kent firms allocated stand space
- 7 sector-focused Market visits, 102 Kent companies attended
- 87 - 1-2-1 advice meetings with Kent companies
- 309 individual Kent Companies involved in the project (Oct 13)
- 346 individual participants from Kent businesses
- 564 companies supported by the project in total from Kent, East & West Flanders, the SW of the Netherlands, and Nord Pas de Calais.



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