

UK
TRADE &
INVESTMENT



UKTI DEFENCE
& SECURITY
ORGANISATION



DEFENCE EXPORTING

Support for Small Businesses

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Origin/Background

- Established 1966
- Leads on all defence export-related activities
- Consists of around 400 civilian/military staff
- Most DESO staff & services transferred to UKTI on 1 April 2008 to form the Defence & Security Organisation

So Why Help Small Companies?

- Around 90% of defence exports (by value) achieved by the 20 largest companies (source: DESO industry review)
- BUT
- An estimated 99% of UK businesses classified as SMEs (source: BERR)
- Only around 20% of SMEs actively export goods and services (source: BERR)

What Is An SME?

- Fewer than 250 employees
- Turnover not exceeding 50M Euros (c.£35M)
 - or
- Balance sheet not exceeding 43M Euros (c.£30M)
- Less than 25% owned by non-SME
- SBU flexible (at present)

What We Have Done So Far

- Established a Small Business Unit
- Raised the small business profile within Whitehall
- Provided tailored support to small businesses
- Sought performance-related feedback

The Charter

- Free and Voluntary
- How DSO can help
- Getting the best out of the Charter
- Other DSO services
- 487

The DSO promise

- Personal Account Manager
- Visits/Meetings
- Regular Contact/Periodic Reviews
- Agreed Services and Support
- Export Potential Assessments
- Export Marketing Information
- Presentations/Briefings
- Exclusive/Priority Services
- Exclusive Web Page/Newsletter

Industry Commitment

- Teach us about your products/services
- Aims/Ambitions, Successes/Disappointments
- Keep us up to date
- Honesty & Openness
- Share information
- Export Licensing regulations
- Sales Statistics and feedback
- Visit Charter Web page and read Newsletter

Other DSO Services

- Web-based material
- Overseas Staff
- Military advice/support
- Licensing advice
- Home and Overseas defence exhibitions
- Single and Multi-Nation Inward Missions

Charter Support: How Does It Work?

- Personal Account Managers
- Eligibility and export potential
- Agreed support
- Monitor progress
- Regular reviews

Advisory & Support Services

- Regional Marketing
- Market Analysis, Intelligence & Forecasting
- Offset/Individual Participation
- Military Support
- The F680 process

Web-Related Support

- Principal means of keeping in touch
- DES Partners' website
 - Strategic Market Analysis
- Charter Members' Centre
- "Small Talk"
- www.dso.uktradeinvest.gov.uk

Are You Ready To Export?

- Eligibility
- The interest
- Quality standards
- Niche/Innovative products
- Previous track record
- Resources

UKTI Defence & Security Organisation

- Most DESO services transferred to UKTI
- DSO – a defined sector group within UKTI
- Benefits:
 - Combining defence and commercial exporting expertise to maximise innovative marketing opportunities
 - Complete support packages for prospective overseas customers
- Military personnel will be retained
- Links to MoD Policy & Acquisition retained
- Short Term – SBU provides full range of services to Charter members
- Longer Term – Harmonisation of best working practices/Location

GOVERNMENT REMAINS FULLY COMMITTED TO DEFENCE EXPORTS AND TO SUPPORTING UK SMALL BUSINESSES

Closing Messages

- We can't solve everything – but we will do our best
- We do not make promises that we cannot keep
- We do not sell products or equipment; that is your job
- We will provide as much assistance as we can
- Most of our services are completely free of charge
- COMMIT TO THE CHARTER!!
- KEEP IN TOUCH!!!