

Tradeshaw Access Programme

UKTI Sectors Group

- Tradeshow Access Programme:
 - one of a choice of tools for UKTI to help SME businesses develop export potential;
 - aimed at helping to break down initial barriers;
 - eligibility aimed at less experienced or new to market businesses;
 - definitely not intended to be a continuing subsidy.

Delivery (ATOs)

- Mainly delivered by Accredited Trade Organisations (ATOs)
- About 100 active ATOs
 - Knowledge of the sector and markets
 - Hand holding for inexperienced businesses
 - Good relations with event organisers
 - Often offer freight package, travel and accommodation

Delivery (Solo)

- Allows support for businesses where there is no ATO group
- Alternatively can be used if ATO cannot take business in their group
- Less grant but same eligibility criteria

Background (Customer Needs)

- Emphasis on new to export businesses for tradeshow support
- ITAs involved in delivery
- Eligibility reduced to 3 lives
- Missions & Seminar budgets handed over to sector teams

Role of ITA (application stage)

- Take a view on readiness for support
- Any reason to doubt eligibility?
- Is it a recognised trade fair
- Ensure company is introduced to any other relevant UKTI help

Background (UKTI Strategy)

- UKTI Strategy July 2006
- TAP needed to re-align
- Increased new to market eligibility criteria (more countries)
- Added high tech eligibility criteria

Eligibility (summary)

- SME or
- Govt. funded research organisation, higher or further learning organisation
- New to export / market
- 4 square metres minimum floor space
or
- £1,000, £1,400 or £1,800 minimum spend
- Lifetime limit of 3 grant claims

Definition - New to Export

Up to 10% of turnover on proactive exports. Can be 25% proactive and reactive combined.

Definition - New to Market

A business not having exported to the country where the exhibition is taking place within the previous 12 months and normally having no established representation there.

Trade Fair Definition

- The display of products or services on exhibition stands or exhibition areas
- Stand space or area designed for an exhibition not for any additional use
- Taking place outside the UK involving exhibitors from more than one country
- For trade representatives rather than the public

Main deadlines

- 8 weeks before event business applies to ATO or ITA
- 7 weeks - ATO submits form to regional contact point
- ITA has 10 days to respond to ATO
- 5 weeks – ATO submits group forms to TAP Team



Thank You

Any Questions?