



TRADE MiSSIONS

Helping to increase sales through
international connections

Helping businesses go further | WEAREUMi.CO.UK



WHO ARE UMi?

Since 2007, we've been finding and packaging the best information, expertise and finance to help businesses make better decisions more quickly.



We've worked with more than **600,000 businesses** across the UK.



We've defrayed more than **£300m** in grants and loans.



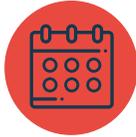
We've helped leverage more than **£650m** of private sector investment.



We've facilitated more than **£185m** of contact wins.



We've supported business growth resulting in more than **40,000 jobs** being created or safeguarded.



We've inspired and championed business through more than **1,100 events, campaigns** and trade missions.

We work closely with our partners, and our adventures take us far and wide. The journey is tough and exciting, but we are fearless and openminded about where it might lead. We share a collective responsibility to each other, respect the world we live in, and we keep our promises. We know that together, we can achieve more than we can apart.

Join us and make it easier for the businesses you work with, to do more and go further.



WHAT WE DO



ADVICE & CONNECTIONS

Whether online, or face-to-face, we help you work out what's needed and give you the connections to make it happen.

INVESTMENT CENTRE

We design and manage funds for businesses to make it easier for them to survive and thrive.



APPLY



SAT NAV

Whether a business knows where it's going or isn't sure where to start, we help find the best route to their destination quicker and in better shape.

WHAT ARE TRADE MISSIONS?

We have over 12 years of experience delivering more 80 trade missions, to 30 countries, across 5 continents. Our missions reduce the risk and cost for businesses who want to take the first steps into new markets or expand their existing operations overseas.

From small groups consisting of several companies at different levels of exporting, to large ministerial delegations we arrange visits with our team who are there to support businesses throughout the trip.

Prior to visits, significant research takes place for each business to find potential buyers, agents, distributors, associations and partners, providing delegates with the best opportunity to gather important information, showcase their company and make valuable overseas contacts.



WHAT WE DO

Suitable for both virtual and in-market visits, our trade missions can be organised for individual businesses and small groups, to large ministerial delegations.

These trade missions help to identify potential buyers, agents, distributors, associations, and partners, providing delegates with the best opportunity to gather important information, showcase their company and make valuable overseas contacts.

Customise your trade mission by selecting from the list of services we offer.

- ✓ **Market Research** - After an initial meeting to understand the requirements of the business our team will spend time conducting intensive market research to identify relevant overseas organisations matched to the businesses product and/or services. Then, using our tried and tested techniques, we will find the most relevant contacts within the overseas organisations.
- ✓ **Appointment Setting** - Utilising the data from our extensive market research, UMi will spend time reaching out to potential customers and partners at the overseas organisations in order to facilitate 1-2-1 meetings with relevant sales contacts.
- ✓ **Market briefing sessions** - Utilising our extensive network of connections UMi will work with in-market partners such as Trade Associations and Chambers of Commerce, to create briefing sessions that will help a business understand the opportunities and obstacles to doing business in an overseas market.
- ✓ **Travel and Logistics** - Flights, Hotel, Taxis, Minibuses – we can help manage all the logistics of overseas market visits for both solo visitors and groups.
- ✓ **In-market support** - Our team can be on hand 24/7 in market to manage any unforeseen circumstances and act as a concierge and host to accompany the trade mission, where ever in the world it is! They will be there to manage travel and accommodation, site visits, manage your schedule to ensure you get where you need to be, when you need to be there. What's more they will also ensure that you can make the most of your overseas experience.
- ✓ **Post Market Support** - De-brief and post mission report to summarise outcomes and next steps along with a range of tools and resources to help you take action on your personalised set of actions to make the most of existing or future opportunities.

KEY STATISTICS

12 YEARS
EXPERIENCE

80
MISSIONS

30
COUNTRIES

5
CONTINENTS

**IN-MARKET &
VIRTUAL**

OUR EXPERIENCE

Sector Specific Trade Missions

On behalf of Department for Business and Trade (under the UKTI brand) UMi delivered a series trade missions across the globe, helping UK businesses in sectors such as Environment & Water, Technology, and Construction & Infrastructure, to increase their export sales.

Cross Sector Trade Missions

On behalf of Scottish Enterprise (under the SDI brand) UMi delivered trade missions across the globe to help SME businesses from all sectors to find out more about export opportunities in key target markets. Without a sector focus, these trade missions really focussed on the individual UK businesses who were participating, with a lot of work going into their individual itineraries

Ministerial Trade Missions

UMi has delivered ministerial level trade missions on behalf of UK Government and Local Enterprise Partnerships, taking high ranking public officials to overseas markets alongside major names from industry. These trade visits would aim to connect the biggest UK businesses with the biggest opportunities in the public and private sector of markets across the globe.

Virtual Trade Missions

When visiting a market just isn't possible, UMi has created and delivered virtual trade missions. With a full itinerary of activity for the UK businesses who participate, this really is a fantastic low-cost option to help businesses understand the opportunities and considerations of doing business in an overseas market.

CASE STUDY

SUSTAINABLE CITIES MISSION TO CHONGQING AND CHANGSHA, CHINA

On behalf of UK Trade & Investment (UKTI) Construction & Infrastructure Team, UMi organised an outward mission to China, visiting the cities of Chongqing and Changsha. The attendees included representatives of 12 large and small UK companies involved in delivering sustainable solutions in the developing urban environment in China's second tier status cities.

The main aim of the mission was to showcase the UK's expertise in delivering sustainable urban development projects and products. The mission was designed to allow UK companies to meet and present their knowledge and expertise directly to municipal and provincial government and local contractors, consultants and developers through roundtable conferences, meetings, 1:1 networking and a site visits.

This trade mission included:

- Formal Meeting with the Mayor of Changsha
- Roundtable Meeting with Yunlong Demonstration Zone Management Committee
- Networking Reception at the British Consulate in Chongqing
- Roundtable discussion with Beibei District Government
- Numerous seminars and workshops

Three UK companies indicated that they expected to win new orders as a result of attending the mission to the value of £4.5m - £5.5m.



£4.5 - £5.5m
EXPECTED NEW
ORDERS

“

Through this mission it has been a good platform to set up the networking with business people. I hope to join the next one.

”

- *Intertek*

“

It was highly stimulating to get to know the representatives of the other UK companies, representatives of Chinese companies and government. All events were well planned and fruitful. I have fulfilled all my intended goals.

”

- *OEE*

CASE STUDY

SCOTTISH ENTERPRISE TRADE VISIT TO SOUTH AFRICA

This Trade Mission, delivered by UMi on behalf of Scottish Enterprise, focussed on the cities of Johannesburg and Cape Town in South Africa.

The market visit saw 11 Scottish SME's travelling to South Africa to participate in a week-long Market Visit. The trade mission was cross-sectoral, with a wide range of businesses attending.

This market visit included:

- Gauteng province briefing by GEDA (Gauteng Economic Development Agency)
- Botswana Political and Economic Overview Networking
- Networking Reception at Trade Commissioners residence, Johannesburg
- UKTI Doing Business in South Africa briefing
- UKTI Doing business in Cape Town briefing presentation, delivered by WESGRO (the official Destination Marketing, Investment and Trade Promotion Agency for the Western Cape)

In between these group sessions, a range of one-to-one meetings were arranged, offering direct sales opportunities for Scottish businesses. As a result of this trade mission 9 of the 11 businesses who attended expected to win business, with a total projection of over £1.4m of new business being generated as a result of the visit.



£1.4m
NEW BUSINESS
GENERATED



I knew the companies I wanted to visit and from the visits I gained real insight into the S. African market including where we stood in reality to the market both in pricing and quality.



- *Glenammer Engineering*



Prior to visit I was sceptical of the maturity and accessibility to potential customers for the product. SA is more advanced than initially researched and is now a target market. If I had not been on the visit it would likely have been dismissed and a market to pursue.



- *Smart Metering Systems*

CASE STUDY

SCOTTISH ENTERPRISE TRADE VISIT TO NEW YORK

This USA Trade Mission, organised on behalf of Scottish Development International, saw 16 Scottish SME's travelling to the New York to participate in a week-long Market Visit. The trade mission was cross-sectoral, however there was a strong focus on textiles as the visit coincided with New York Fashion Week.

This market visit included:

- A US Market Visit with presentation from Fried Frank Law Firm, Select USA, New York Grant Company, HSBC and Ciritin Cooperman Accountants;
- A site visit to Brookes Brothers Department Store
- Networking Reception at UK General Consul's residence, featuring a welcome address from Scottish First Minister
- Networking reception at Glasgow Caledonian University – New York Campus
- Introductions to successful Scottish Exporters to the USA – North Sea Air, Sgurr Energy and Holland & Sherry
- Marketing session with the Luxury Marketing Council

In between these group sessions, a range of one-to-one meetings were arranged, offering direct sales opportunities for Scottish businesses. In total over 75 one-to-one meetings took place, with 15/16 business rating their chances of securing new business as “good” or “excellent.”



**OVER 75
ONE-TO-ONE
MEETINGS TOOK
PLACE**



The level of invited speakers during seminars was excellent. Their friendly, open manner and knowledge instilled confidence to approach them for future leads and assistance. The SDI team and British embassy staff were equally helpful, knowledgeable and friendly. I feel able to call on them for future help and assistance. The organisation of the trip was excellent and the schedule was tight..! but beneficial. Meeting the other delegates on the mission from Scotland was worth as much as meeting potential trade in New York. This was something I wasn't expecting. Two collaborations are already being discussed.



- Morag MacPherson Ltd

WHY OUR PARTNERS CHOOSE TO WORK WITH US:



Innovative & bespoke programme design – we can implement the whole programme life cycle, from design to delivery covering all processes in-between.



Multi-channel approach – we deliver services across multiple channels and formats to ensure we engage with businesses wherever they may be.



Industry leading deployment – using world class technology solutions delivered with agility and entrepreneurial flair.



Robust governance & compliance – operating in line with FCA, ISO 9001:2015, and Cyber Essentials Plus with tried and tested processes.



Transparent reporting & management – interactive dashboards and a dedicated account manager gives you full visibility of a fund's performance.



Marketing and Business Engagement – we can build awareness and drive adoption of eligible businesses.



Meaningful & impactful interactions – our programmes focus on practical, actionable advice and support with the tools to back it up.



Streamlined process – our tried and tested modular setup allows for seamless customer journeys.



B Corporation Certification – we meet rigorous and externally verified social and environmental standards, public transparency, and legal accountability to balance profits with purpose

By giving businesses the right advice and connections, together we can make it easier for them to become more resilient, innovative and productive, helping them do more and go further.

CREDENTIALS AND PLEDGES



B-Corp Certified - Making Business a Force For Good



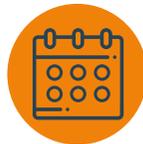
Scottish Business Pledge



Maximum 3-star rating by Best Companies, making us a 'world class employer'



Cyber Essentials Plus



ISO 2021: 2012 Sustainable Event Management



Equality, Diversity and Inclusion employer



ISO 9001: 2015 Quality Management



Real Living Wage Employer



Established Community Foundation funding to help projects which tackle isolation in the communities where we live and work



Better Health At Work Silver Award



FSB Celebrating Small Business Awards - Wellbeing Award of the Year

“

“The presentations organised by the organisers provided useful information about the South African economy. Of major importance was the presentation on black empowerment.”

- **Equaliser International**

“

“We are looking for 2 partners, one to sell to schools, the other to sell to parents. As a result of the trip we are at advanced stages in this process for both markets”.

- **10 Ticks**

“

“Having attended several SDI Missions, I really felt that the US SDI team worked hard to organise a really useful and beneficial programme for the group. I particularly enjoyed the ‘luxury marketing’ sessions which I found to be very useful. I would like to thank Paul at UMi and Sean and Michael at SDI for the organisation.”

- **Ardmay House International Summer School**

“

“Everyone worked hard to make the mission a success. The quality of contacts and their seniority was impeccable.”

- **Ergohome**

GET IN TOUCH

If you have any queries, or need help and advice, please contact:



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