



Llywodraeth Cymru
Welsh Government

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International Trade – Life Sciences

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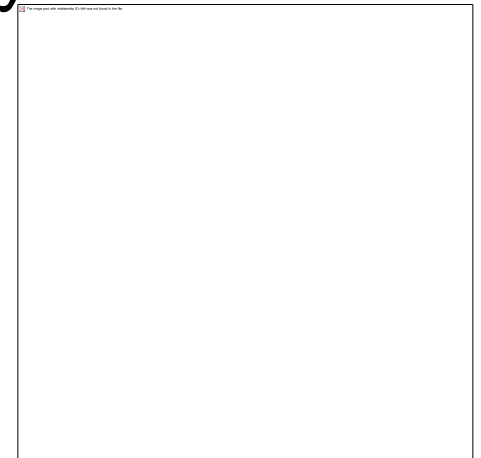
International Trade

- International trade is not just the export of products
- It can be:
 - Provision of services
 - Joint ventures / strategic alliances
 - Licensing / technology transfer
 - Mergers / acquisitions / outward investment



International Trade

- A priority for Welsh Businesses
- Businesses that trade internationally
 - **Learn** from their customers
 - Are **more flexible** in approach and adaptable to change
 - Are **less dependant** on local & UK customers
 - Are more likely to have **productivity growth**
 - Can compete in an increasingly competitive **global market**



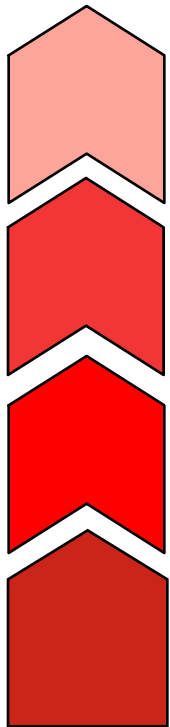
International Trade

- A priority for Welsh Government
- Demonstrated by
 - Engagement and co-operation between **Wales and UK Ministers**
 - Emphasis on export in all new business **support strategies and services**
 - Setting up of **International Trade team** to support teams that are working with businesses
 - Re-introduction of a **multi-sector trade mission** programme



Our Goals

More Exports, More Exporters



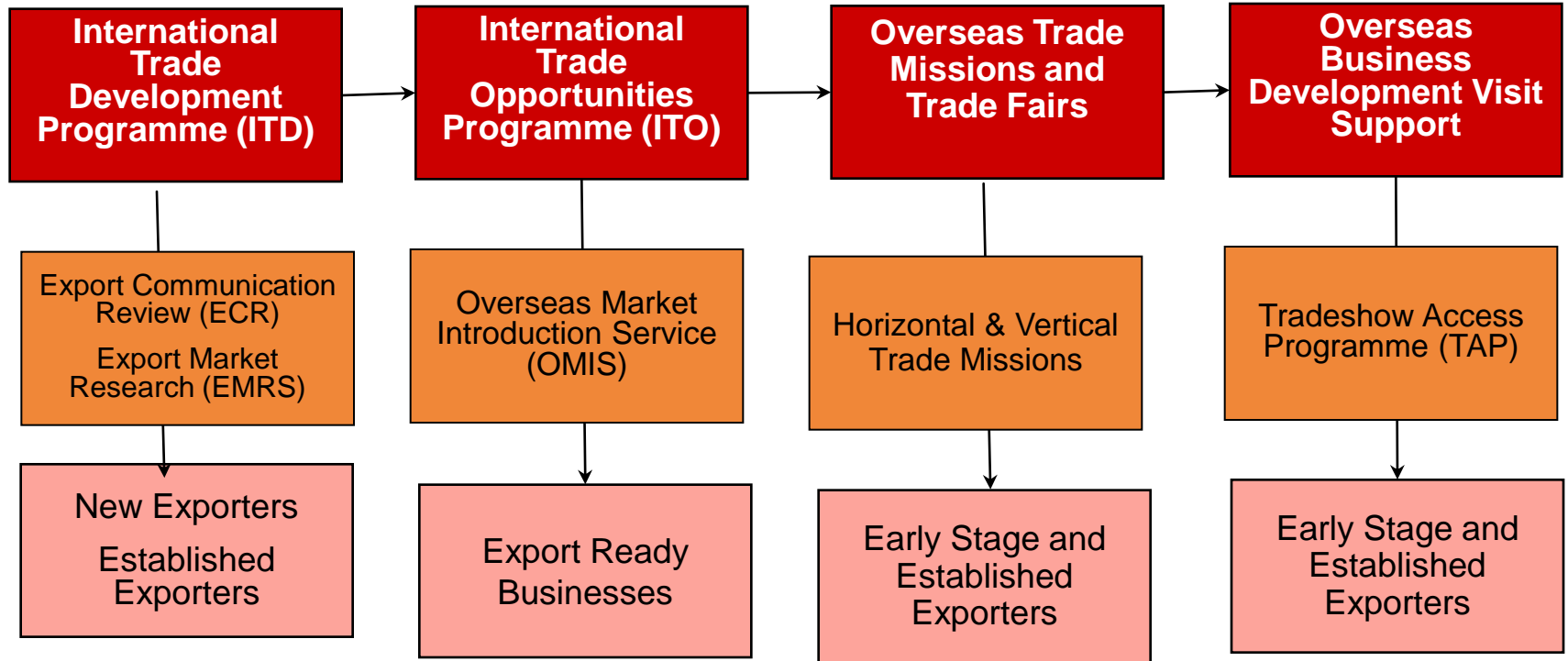
Meet the Customer
Face to face

Find Opportunities
What and where

Improve Knowledge and Skills
Preparation, Preparation, Preparation

Raise Awareness
Exports are good for your business

Our Support – an overview



Welsh Government

UKTI

Our Support – programme by programme

International Trade Development Programme (ITD)

Increase knowledge and skills

Build capability

One to one guidance and advice, eg:

- Ready to export diagnostic
- Developing an international trade strategy
- Selecting target markets
- Routes to market (eg agent v distributor)
- Financial considerations (pricing, payment, currency etc)

Workshops and seminars focused on:

- Key export markets
 - Opportunities
 - Tips on doing business
- Sector opportunities
 - By market
- Skills
 - Common topics across all sectors

No Charge to Business

Our Support – programme by programme

International Trade Opportunities Programme (ITO)

Identify potential customers
Facilitate connections

Tailored support eg:

- Local market research
- Advice on local trading conditions and regulations
- Identify and contact potential customers, agents and/or distributors
- Schedule meetings with 'warmed up' contacts
- Support during market visits

Network of in-market experts:

- Europe, Russia & Ukraine
- MENA
- North & South America
- India, China
- North & South Asia

Plus

- UKTI & CBBC
- Welsh Government Offices

Business pays 25% of project costs

Our Support – programme by programme

Multi-Sector Trade Missions, 2012/13

Market	Location	Date
USA	Washington & Boston	16.09.12 – 22.09.12
Gulf	Qatar (Doha) & UAE (Dubai)	29.09.12 – 05.10.12
Canada	Toronto & Montreal	21.10.12 – 27.10.12
Japan	Tokyo	28.10.12 – 03.11.12
China	Beijing & Shanghai	11.11.12 – 06.12.12
Saudi Arabia	Jeddah & Riyadh	30.11.12 – 06.12.12
USA	San Francisco & Seattle	10.02.13 – 16.02.13
China	Hong Kong & Chongqing	24.02.13 – 02.03.13
Germany	TBA	04.02.13 – 08.02.13
Turkey	TBA	17.03.13 – 24.03.13

Business pays 50% of travel and accommodation cost

Our Support – programme by programme

Life Science Trade Events 2012/13

Market	Location	Date
USA	Bio Boston	June 2012
USA	Advamed	October 2012
China	CMEF	October 2012
Australia	Aus Bio	October 2012
Germany	Medica	November 2012
UAE	Arab Health	January 2013
China	CMEF	April 2013

Business pays 50% of travel and accommodation cost and a contribution to exhibit

Our Support – programme by programme

Overseas Business Development Visit Support

Exhibitions and Conferences

Face to face meetings

Exhibitions & Conferences:

- Exhibition space
- Shipment of stand and equipment
- Exhibition registration fees
- Flights (economy)/ ferry / accommodation (B&B) costs

Business Development:

- To meet potential clients
- Part of strategic plan
- Fund of last resort
- Supports flights (economy) / ferry / accommodation (B&B)

But not:

- Service existing contracts inc distribution agreements

Top tips ...

- Make exporting part of your **business strategy**
- Don't ignore your **domestic market and existing clients**
- Research markets and opportunities thoroughly - select those that offer the **best chances of success**
- Select agents / distributors carefully and **treat them as part of your team**
- Build **relationships** with your customers
- Take advantage of all available **advice and support**



Get in touch

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