

# Networking for business growth

**Oxford knows you are here- what about the  
rest of the world?**

Learn how to expand your  
networking using national organisations

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# Ian Wenman FCA MIOD

- Wenman Ltd- Strategic development and corporate finance
- Wenman Healthcare Ltd
- Non Exec Director- Meeson Williams
- Chairman of the Institute of Directors- Oxon
- Host a meeting of the Counties Business Organisations
- Executive of the Local Enterprise Partnership (LEP)
- Former Managing Partner of Shaw Gibbs
- Ambassador for Fredericks Foundation

# Oxfordshire knows you are here?

- Does it **really** know you are here?
- Oxfordshire is a vibrant but at times fragmented county, so use everything you can to get your message out there.
- Ability to connect can depend a lot on your business, your location in the county and the sector you are in.
- Some businesses and sectors are well connected, others less so requiring much more work, which can overlap with national and international marketing efforts!
- Remember there can be good and bad networking!

# Who in your organisation is going to lead this?

- Whoever it is they need to be empowered
- Be the right type of person, i.e. an ambassador for the company and persistent
- Know your company's USP's and elevator pitch
- Be allowed the time and budgeted funds
- Be given specific, measurable, achievable, relevant and timely (SMART) instructions
- Care you don't get sucked into endless networking with other networkers

# Who can lead to valuable national and international connections?

- Business and trade organisations
- Local support networks
- Your own bank, accountant and lawyer
- Location, e.g. Business parks
- Universities,  
e.g. Specialist teams contacts
- The Web, e.g. Twitter and Linked In
- United Kingdom Trade and Investment, (UKTI)

# Accountants, Bankers and Lawyers

- Banks can provide a lot of information through their international organisational structure
- Professionals often belong to extensive international networks, either directly or through their professional body
- Individual can often connect you to others around the world – Think outside the box

# Business and Trade Organisations

- IOD, CBI, FSB, Chamber, NFU, CLA, etc
- Sector specific networks such as OBN, Environmental, Cryogenics, etc
- CBI- offices in China, India, USA and Belgium (EU connections)
- TVCC - Chinese trade event, import and export documentation, translation services
- OTCN - country specific events e.g. China, India, Turkey

# Government help other than UKTI

- Local Enterprise Partnership (LEP)
- Economic Development Officers (EDO's)
- Council Officers themselves
- Politicians , local and national

This help can come in many forms such as direct help through developing initiatives, political contacts, connections with other businesses trading in the same target country.



# UK Trade and Investment (UKTI)

[www.uktisoutheast.com](http://www.uktisoutheast.com)

## **UK Trade & Investment Team South East**

UK Trade & Investment is the Government organisation that helps businesses to trade overseas.

They provide essential export advice and expertise, through a network of locally based International Trade Advisers and Trade Development Officers at British embassies, consulates and High Commissions worldwide.

# UKTI – Your Local Help

## **UKTI South East International Trade Team**

Unit 10, Fulcrum 2 Solent Way

Whiteley, Fareham, PO15 7FN

Tel: 08452 789 600

Email: [info@uktisoutheast.com](mailto:info@uktisoutheast.com)

# UKTI Adviser (ITA) Network

- ITAs have a successful track record of exporting
- Access to support services from other organisations
- Include Market and/or Region specialists
- Activity specialists – marketing, JVs, agents...
- Language, experience and knowledge network
- Sector specialists

# UKTI - Services Offered

- Passport to Export ; support for new exporters with funding.
- Gateway to Global Growth ; A strategic programme for experienced exporters.
- Overseas Market Introduction Service ; market intelligence and appointments.
- Export Market Research Scheme ; Matched funding for researching export markets.
- Export Communication Review; A half-day review of export communications.
- Tradeshow Access Programme; Funding towards exhibiting at trade shows.
- Overseas Market Visits; Local market support and funding for group visits.
- A programme of local international trade events.
- A programme of interactive export workshops.
- Business Development Clinics;  
Bringing the local market experts to the UK.

# Overseas Market Introduction Service (OMIS)

- An OMIS will put you in touch with staff overseas giving tailored advice and support ranging from warmed business contacts to product launches
- Includes pre-visit research, support, an analysis of market entry strategies, the identification of business partners, "warming them up" and setting up key appointments
- Advice on competitors, regulations, put you in contact with translators
- It's tailored to your needs.

# OMIS initial order form requirements

- Name and address, etc
- Year established and number of employees
- Turnover last year and percentage of exports
- Where do you want help
- Overview of your company
- Do you manufacture, own your own brand
- Who are your customers and how do you market in the UK
- What do you want help in and wish to achieve
- What experience do you have of exporting?
- Can you speak the language?

# OMIS – What does it cost?

Starting level - £500

This will generally provide a market overview, a few good quality validated contacts and some mentoring/briefing.

This then runs through various levels up to £10,000 depending on the hours spent

# Chris Dodson OBE

TORBED reactor technology for gas solid contact processes.

- My group has not done any business in the UK in several years – it is all export.
- Links have been made by trailing around the target markets, getting to know the right players in those markets and developing a relationship with them.
- Links have been developed over nearly 25 years.
- During the last 5 years, I used the UKTI services to research the Chinese market, went on three missions to China arranged by UKTI, getting to know the UKTI staff in Beijing, Wuhan etc
- We built up an understanding of how we might penetrate the Chinese market (and protect our technology as best we can – difficult)
- We ended up with a joint venture with the Chinese Academy of Science (CAS) and BP in Shanghai.
- We are beginning to see outcome now after 18 months. This would not have happened without UKTI support and assistance both in the UK and in China.
- We used the IoD via LinkedIn to find anyone who is selling into a particular market and their experiences.



# HAPPY EXPORTING

The answer to our country's financial  
woes!

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