

# Help available for you

## Overview

The UK Department for International Trade (DIT) provides tailored support packages for companies who are:

- first time exporters (FTEs)
- small and medium-sized enterprises (SMEs)
- medium-sized businesses (MSBs)

## See:

[www.gov.uk/government/organisations/department-for-international-trade/about/about-our-services](http://www.gov.uk/government/organisations/department-for-international-trade/about/about-our-services) for further information.

In addition, the British Malaysian Chamber of Commerce (BMCC) can assist with networking, information, advocacy and marketing. See: [www.bmcc.org.my](http://www.bmcc.org.my)

The Institute of Export & International Trade – the professional membership body representing and supporting the interests of everyone involved in importing, exporting and international trade – offers a unique range of individual and business membership benefits and a world-renowned suite of qualifications and training. The Institute of Export & International Trade is the leading authority in best practice and competence for businesses trading globally. See: [www.export.org.uk](http://www.export.org.uk)

The following details are a selection of support services for you:  
Support from the Department for International Trade (DIT)

## **Business Opportunities**

[www.great.gov.uk/uk/](http://www.great.gov.uk/uk/) is the government's single destination for information on UK trade, investment, tourism and education. It has tailored support and advice for you on how to start exporting or increase the amount of goods and services you sell overseas.

You can:

- read guidance for new, occasional and frequent exporters
- find out about services offered by GREAT partners
- use the 'Selling Online Overseas' tool ([selling-online-overseas.export.great.gov.uk/markets](http://selling-online-overseas.export.great.gov.uk/markets)) to find the best marketplaces to showcase your products online – taking advantage of special deals negotiated by

the government for UK businesses and find out more about the government's 'E-Exporting Programme' (see below for more details)

- apply for overseas export opportunities for your products or services
- sign up to the 'Find a buyer service', which launched fully in early 2017 and will allow you to showcase your products to overseas buyers. See: [find-a-buyer.export.great.gov.uk/](http://find-a-buyer.export.great.gov.uk/)

You can also:

- search for events, trade fairs, missions and webinars relevant to your sector or overseas markets: [www.events.trade.gov.uk](http://www.events.trade.gov.uk) (see below for more details)
- apply for a trade show access grant to attend an overseas event: [www.gov.uk/guidance/tradeshows-access-programme](http://www.gov.uk/guidance/tradeshows-access-programme) (see below for more details)
- contact a trade adviser in your area: [www.contactus.trade.gov.uk/office-finder](http://www.contactus.trade.gov.uk/office-finder)

The following give more details about a selection of the above:

### **Selling online overseas**

Use this service to help choose a suitable online marketplace to sell your products overseas.

You can:

- find major online marketplaces in other countries
- see whether these online marketplaces are suitable to sell your products
- discover how to list your products on an online marketplace
- get information about costs of listing on the marketplace and how logistics are fulfilled
- access special terms negotiated by the UK government

### **E-Exporting Programme**

DIT's E-Exporting Programme aims to help UK companies get their brands to millions of global consumers and grow their business through online exports. DIT's E-Exporting Programme helps UK companies who are:

- new to selling online
- already selling online, but need help with specific issues
- experienced in online sales, but are looking to sell on multiple platforms globally

The programme enables you to:

- arrange a free meeting through your local DIT office to get expert international trade advice and support, and access to DIT's global network of contacts. See: [www.contactus.trade.gov.uk/office-finder](http://www.contactus.trade.gov.uk/office-finder)
- meet a digital trade adviser where relevant, to help you develop and implement an international online strategy
- set up on e-marketplaces quickly and also identify new e-marketplaces around the world
- access better than commercial rates to list on some e-marketplaces, including lower commission fees and 'try for free' periods. See: [www.gov.uk/guidance/e-exporting#preferentialrates](http://www.gov.uk/guidance/e-exporting#preferentialrates)
- access the 'E-Expertise Bank', a community of over 175 B2B/B2C service providers offering free advice. See: [www.gov.uk/guidance/e-exporting#eexpertise](http://www.gov.uk/guidance/e-exporting#eexpertise)
- join DIT's mailing list for opportunities to hear from industry experts, network with like-minded individuals and find out about e-commerce trends

## **Find a buyer service**

Launched early in 2017, this is the place to let international buyers know all about your business – highlight the vital facts about your company to give buyers confidence to get in touch; show off your company's experience and outstanding projects to give potential buyers more insight; get emails from international buyers straight to your sales or business development teams; see relevant government-supported export development events where overseas buyers will be attending. See: [find-a-buyer.export.great.gov.uk/](http://find-a-buyer.export.great.gov.uk/)

## **Events and missions**

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshow Access Programme (TAP) provides grant support for eligible SMEs to attend trade shows overseas.

The grants are based around the Tradeshow Access Programme Calendar of Supported Events 2016-2017, with an appropriate accredited trade challenge partner leading the UK's involvement at each event. Businesses usually take part as a group – a great advantage for inexperienced businesses – and usually led by the trade challenge partner for that trade show.

DIT can offer grants to eligible businesses taking part in the programme. The grants must be matched by the business's own expenditure on direct exhibiting costs, for example:

- exhibition space costs
- stand costs – including design, construction and stand dressing

In some cases grants may also be agreed to match against direct conference costs where the purpose of attending is to promote the business, for example:

- conference fees
- cost of preparing conference promotional material

Grant levels may be subject to change. The trade challenge partner will confirm the level of grant available and inform you about any service or management fee charges before you sign up. Contact your local DIT international trade adviser for further information about the programme, at: [contact-us.export.great.gov.uk/selling\\_online\\_overseas](http://contact-us.export.great.gov.uk/selling_online_overseas)

## **DIT Events Portal**

The DIT Events Portal provides a single calendar view of all DIT events and missions, and has been developed to provide companies with more detailed information on each event in order to help them decide on the most appropriate event to attend. The calendar can be filtered and searched by sector and/or market.

There are also detailed events websites which include more information about the event and also allow users to register for an event.

The DIT Events Portal is your central hub for business and networking opportunities. Search for future events and missions, register online and network with fellow delegates. See: [www.events.trade.gov.uk](http://www.events.trade.gov.uk)

## **DIT webinars**

The DIT webinar service runs hundreds of free hour-long internet events covering topics, sectors and countries around the world, helping you shape your export plan.

These events allow you to interact with the experts in specific sectors and countries and allow you to ask questions to enhance your knowledge

To see upcoming DIT webinars, please visit: [www.events.trade.gov.uk](http://www.events.trade.gov.uk) and search for webinars.

### **DIT Overseas Market Introduction Service**

You can also commission a DIT Overseas Market Introduction Service (OMIS) to help you enter or expand your business in Malaysia. Under this service, the British High Commission's trade and investment advisers, who have wide local experience and knowledge, can identify business partners and provide the support and advice most relevant to your company's specific needs in Malaysia. Contact the DIT team at the British High Commission in Kuala Lumpur for more information. See the 'Resources' section of this guide.

### **Open to Export**

Open to Export is DIT's free, online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media where businesses can ask any export question, and learn from each other.

Open to Export can be accessed at: [opentoexport.com](http://opentoexport.com)

### **In-market support**

If you already export, and have decided Malaysia is part of your business strategy, you are advised to contact the DIT team at the British High Commission in Kuala Lumpur prior to your visit, to discuss your objectives and what help you may need (see the 'Resources' section of this guide). They can provide a range of Malaysia-specific services for you, including the provision of market information, validated lists of agents/potential partners, key market players or potential customers; establishing interest from such contacts; and arranging in-market appointments for you. In addition, they can also organise events for you to meet contacts in Malaysia, or to promote your company and your products/services.

*[Source: DIT/gov.uk]*

### **Support from the British Malaysian Chamber of Commerce (BMCC)**

The BMCC offers networking contacts for all of its members, particularly with government officials, with particular relevance to smaller and newer members who often lack the resources of the larger and longer-established older members. See: [www.bmcc.org.my](http://www.bmcc.org.my) for more information.

[Source: BMCC]

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Website: [www.DoingBusinessGuide.co.uk](http://www.DoingBusinessGuide.co.uk)