

COSTS

An Export Communications Review costs £500 + VAT.

UK Trade & Investment provide a subsidy of £350 towards the cost of the review if your business:

- is UK based;
- offers services or products mainly of UK origin;
- has been trading for more than two years, and
- employs fewer than 250 employees.

All companies on UK Trade & Investment's Passport to Export programme are eligible for the subsidy of £350 towards the cost of the review.



HOW TO APPLY

You can complete our application form online at www.chamberonline.co.uk/exportzone/ecr

Alternatively, you can request an application form by contacting the ECR team:

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EXPORT COMMUNICATIONS REVIEW

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Hit the world running ^{UK}

WHAT IS AN EXPORT COMMUNICATIONS REVIEW?

An Export Communications Review will allow you to:

- spend some time with an Accredited Export Communications Consultant, who has been trained by the British Chambers of Commerce to deliver Export Communications Reviews, and
- receive a report, which documents strengths and weaknesses in the way you communicate with your customers and partners overseas and sets out a number of recommendations tailored to your requirements.

AN EXPORT COMMUNICATIONS REVIEW HAS HELPED EXPORTERS TO:

- improve relationships with overseas customers and distributors;
- communicate successfully with export markets;
- handle enquiries from export markets competently, efficiently and professionally;
- increase export turnover;
- develop export business in markets once thought too difficult, and
- gain knowledge of prices, procedures and suppliers within the language industry.

TESTIMONIALS

Supreme Music – Chris Hampshire, Managing Director

“Very thorough, great recommendations, many of which we are already in the process of implementing. Altogether an enjoyable and useful exercise”

Office Shadow – Roland Johnson, US Export Sales

“The content and quality of the report was superb. We shall all be making some effort to digest and action many of the recommendations contained. We consider this an excellent service and great value for money”

BIA Associates – Stephen Whyte, Business Development Director

“Excellent report which has given us a roadmap with good clear signposts of how to address these issues. Very impressed”

SUPREME MUSIC

“The UK dance music scene is currently going through a recession, brought on by the decline of vinyl and the increase in music piracy. We have to look overseas for much of our business and the Japanese market is particularly appealing as it is vibrant and growing. I am very conscious that perception by overseas customers plays a crucial role in export success and, as part of our plans to target Japan, I commissioned an Export Communications Review.”

Each Review entails a visit by a BCC-Accredited Export Communications Consultant who carries out a thorough analysis of the way companies handle enquiries from overseas customers. The consultant then compiles a comprehensive report, pointing out strengths and weaknesses and making practical suggestions for improvement. The result is often a significant increase in overseas business, as customers respond positively to the changes.

In the case of Supreme Music, consultant Sarah Carroll recommended a range of measures to help overcome language and cultural barriers. MD Chris Hampshire comments: “We implemented virtually all of Sarah’s suggestions and I embarked on the Japanese trade mission feeling confident and well-prepared. The response from potential customers was warm and they clearly appreciated the efforts we had gone to.

“The Review has had a wider impact as we have used some of the same approaches for other overseas markets. Recently this has resulted in new deals in Russia and Poland. It has certainly increased my confidence in dealing with worldwide customers and, as a small business, this is invaluable.”