

In partnership with



Supported by



TR&DE

Targeting R&D for Export



TR&DE Programme

Targeting R&D for Export



Providing intensive, specialist support for
North West companies to develop their
R&D and commercial potential

Supported by



Supported by



TR&DE Programme

Eligibility

Companies must:-

- be an SME
- be based within the North West region
- be in receipt of, or eligible for R&D Tax Credits (or have 1 FTE in an R&D position)

Supported by



Supported by



TR&DE Programme

What are the benefits?

- Up to £3,000 in matched funding
 - Through a programme of agreed relevant third party advice/services
 - Tailored to the needs of each participating company
- 1:1 support and advice from Grant Thornton and EV
- A series of relevant workshops with experienced speakers

Supported by



Supported by



TR&DE Programme

Use of funding

- 230 companies can use the funding to engage with third parties* to develop commercial opportunities and explore new markets for their products based on existing and/or future R&D investments
- Can use the funding in many ways over a six month timeframe to develop and implement a strategy based on an Action Plan agreed with GT & EV

* *Third parties include specialist consultants, professional practices, universities, research establishments, manufacturers, market research providers, individuals with specific geographic/sectoral skills*

Supported by



Supported by



TR&DE Programme

Typical funded activities - 1

- A review of existing intellectual property assets and protection, strategy and future requirements
- Legal advice around International commercial agreements
 - e.g. agency / distribution agreements
- International marketing and branding
 - e.g. Website development, marketing materials and collateral
- Attendance at overseas conferences
- Certain travel costs specific to opening new markets
- International commerce and e-commerce protocols

Supported by



Supported by



TR&DE Programme

Typical funded activities - 2

- Investigate and review relevant international industry quality standard
 - e.g. ISO, FDA
- Development of supply chain and supply chain management systems
- Raising and managing finances for overseas expansion
- Cultural awareness in new markets
- Assistance in finding new staff to help enter new markets
- Market research for new overseas market entry
- Explore JV partnerships to integrate and develop new IP
- Understanding and development of an international strategy plan

Supported by



Supported by



TR&DE Programme

Live example - Bioeden

- Previous scheme attendee in second UKTI R&D programme in 2008
- Enabled
 - Research into the Dubai market
 - Assessment of future R&D investments required to meet international standards and compliances
- Suggested action plan for current scheme – key new expansion areas for the company are China, Brazil, ME
 - Understand in more depth specific regulatory regimes
 - First market – Brazil – need to research and identify distributor
 - Website translations to key languages

Supported by

Supported by

TR&DE Programme

Workshops

- Open series throughout the year – attendance at one is mandatory
- Topics focused on companies' needs and core areas such as:-
 - Protecting yourself
 - IP strategy and legal agreements
 - Technicalities of international trade
 - Introduction to export / import compliance
 - Finding the right distributor /agent
 - Cultural awareness
 - Business development and marketing
 - Developing routes to market, marketing strategy
 - Financial
 - Raising finance for expansion
 - R&D tax credits

Supported by

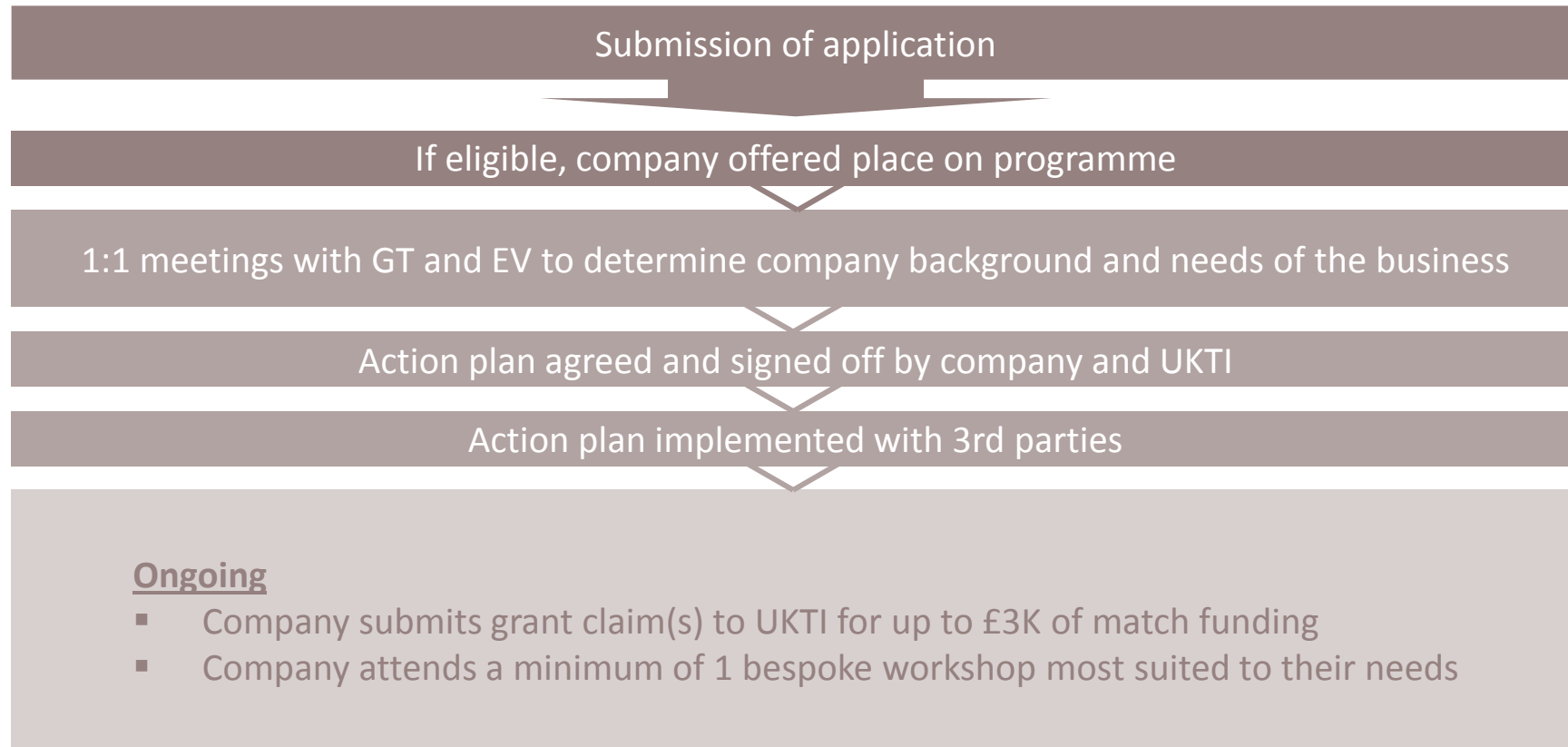


Supported by



TR&DE Programme

How will it work? – The Programme Journey



Supported by

Supported by

TR&DE Programme

How will it work? - Administration

- Minimum paperwork – and we will complete as much information on behalf of the company as possible
- Likely to be via a series of calls throughout the 28 month programme - current ongoing to end March 2013
- Companies will be required to:-
 - submit a short application form which will include GVA data
 - sign letter of acceptance and declaration of State Aid
 - sign Action Plan once in agreement with content
 - sign letter confirming completion of project to include updated GVA data
 - submit grant claim information to UKTI including a supplier registration form

Supported by



Supported by



TR&DE Programme

How to apply

- Series of application deadlines :
- Friday 27th May
- Friday 19th August
- Friday 4th November

- Example of process:
 - Applications received by 27th May
 - 1st June: Offer Letters sent out to eligible companies
 - W/C 6th & 13th June: Action plan meetings held
 - W/C 20th June : Use of funding approved
 - 21 September: Companies required to attend a workshop

Supported by

Supported by

Contact details



0845 603 7053 or email at
info@uktinorthwest.co.uk

or

Email: TR&DE@evgroup.uk.com

Supported by



Supported by

