

# Passport to Export

## For first time and inexperienced exporters

### What is Passport to Export?

Passport to Export is an assessment and skills based programme that provides new and inexperienced exporters with the training and ongoing support they need to succeed overseas. It is a structured yet flexible programme which most companies complete within 12 months.

It puts together in one simple, comprehensive package all the tools that companies need to grow their business.

### Who is it aimed at?

Passport to Export is designed to help small and medium sized businesses completely new to or just starting to export.

### What are the benefits?

The programme provides a variety of services, including:

- Free export health check – an objective assessment of your company's capability to export.
- Free export advice – from local International Trade Advisers to help develop and deliver an action plan and export strategy.
- Quality training – a one day workshop covering research, action planning and routes to market and 3 free specialist master classes ranging from a wide variety of topics to enable specific skills to be developed.
- UK Trade & Investment export services – including market research and foreign language trade literature.
- Market visit support – expert assistance with market research and market selection to assist market entry.
- Ongoing support – helping you to continue to develop your international trade.
- A global perspective – access via your local International Trade Adviser to UKTI staff in over 160 locations worldwide.

### What will Passport do for your business?

Passport to Export provides companies with:

- Help to gain access to customers / business partners not otherwise available.
- Supports access to information not otherwise available.

- Help improve your profile or credibility overseas.
- Improve your knowledge of the competitive environment.
- Support the improvement of your overseas marketing strategy.
- Increase your confidence to explore or expand in an overseas market or markets.

There is a non-refundable fee of £250 per delegate. The programme is by invitation only via your UK Trade & Investment International Trade Adviser.

### Wold Top Brewery

An East Yorkshire farmer turned master brewer is impressing the Italians with the quality beers produced at his award-winning micro brewery near Drifffield.

Tom Mellor and his wife Gill took up the brewing business in 2003 in an effort to diversify the business on their mostly arable, 230 hectare farm at Wold Newton. Today Wold Top Brewery is an on-farm micro-brewery using the Mellor's homegrown barley and pure chalk filtered water from the farm's own borehole.

While the Wold Top brand is rapidly making a name for itself in the UK, the brewery has been working with UK Trade & Investment to examine the possibility of export sales.

*“We have been working with Stephan Stahl, our international trade adviser in the Humber region. He got us involved in UKTI's Passport to Export programme as part of an initiative to identify potential sales in some of the nearer European countries. Stephan also helped us identify funding to attend a beer exhibition in Copenhagen in September this year which gave us an opportunity to see where our beers fit in the international market.”*

**Tom Mellor, Wold Top Brewery.**

