

Targeted Export Support Scheme (TESS)

Accessing International Markets

UK Trade & Investment (UKTI) assists new and experienced exporters with information, help and advice on entering overseas markets.

To be a successful exporter you need to travel to your target markets and build lasting commercial relationships with your clients and partners. This is not always easy, but UKTI can help you with practical assistance before you go and ongoing help whilst you're there.

What is the Targeted Export Support Scheme?

Targeted Export Support Scheme (TESS) is a support programme for companies wishing to develop their export strategy. TESS combines advice and support from an International Trade Adviser (ITA) with access to funding from Yorkshire Forward. This support is to implement a step change in a company's export turnover and create additional local employment as the company grows.

What are the benefits to you?

The scheme provides a variety of services, including:

- A planning process that will enable a maximum return on your investment by saving time and money and reducing risk.
- Regular reviews with your ITA will give you an impartial view of your progress and referrals to other relevant sources of information and support.
- You will have access to funding towards the cost of a wide range of activities, including help with travel and exhibitions, research, training and consultancy, market focused publicity materials and website development, translation and interpreting.

What will TESS do for your business?

Targeted Export Support Scheme provides companies with:

- An opportunity to research demand within a new market and/or new products and services.
- Opportunity to research potential routes to market.
- Improve your cultural understanding of your chosen market.
- Assess on the ground knowledge of any potential competition within your chosen market.

Human Film



Human Film is dedicated to making cutting-edge films with a conscience that break down cultural divides and bring a wider understanding of complex international issues. Their first film 'Ahlaam' shot in Iraq, and set among the bombed ruins of a psychiatric facility, won 18 awards.

“We especially wanted to get to the Cannes Film Festival where we knew we could make some valuable contacts in the film world. In talks with Melanie Potts from UK Trade & Investment we learned about Yorkshire Forward's Targeted Export Support Scheme (TESS). The financial support we were able to get with this programme allowed all three of us to go out to Cannes with our publicist and really pitch the film and the company to all the right people. It was at Cannes that we met people from Al Jazeera, the UK broadcasting channel in the Middle East. They were very interested in the challenging circumstances surrounding the shooting of the film in Baghdad, and together with them we produced a thirty-minute feature film on the making of 'Ahlaam'. In Cannes we also met people from the US film industry as well as from the British Film Council. All in all, it turned out to be an opportunity that opened doors in lots of different directions internationally for us. Even though it was a lot of hard work, our presence at such a prestigious festival in the film industry has allowed us to get a real foothold in the business.”

Isabelle Stead, Human Film