

# Overseas Market Introduction Service

## The On-line Route to New Markets

### What is Overseas Market Introduction Service?

Overseas Market Introduction Service (OMIS) is an online service putting you directly in touch with staff in UK Trade & Investment offices overseas. It allows you to take advantage of our in-market expertise in delivering essential tailored support and advice.

The flexibility of the service is paramount and it is completely tailored to your requirements, in order to understand and respond to your goals and needs. It is built around the typical requirements of UK businesses either making the first step into a new overseas market, or for those more familiar with the market it provides specific support not otherwise available.

### What are the benefits to you?

There are ten levels of service, determined by the depth of the research required and the number of research hours involved.

OMIS projects can include:

- Analysis of potential market entry strategies
- Full sector analysis
- Identification, validation and warming up of potential contacts/business partners
- Advice on local competition, regulations and standards
- Introductions to translators/interpreters
- Advice on local publicity/trade events and magazines
- Organisation of local events



### What will OMIS do for your business?

Overseas Market Introduction Service provides you with:

- Support and help in improving overseas marketing strategies
- Help to gain access to potential customers/business partners not otherwise available
- Access to up-to-date market intelligence not otherwise available
- Improving the profile and credibility of the business in the overseas market
- Improving knowledge of the competitive environment
- Increased confidence to invest in and explore the market further

### Summit Consulting & Training Ltd

West Yorkshire based Summit Training, a dynamic business consultancy and training company has developed a close working relationship with UK Trade & Investment and quickly gained a foothold in the Middle East region.

Saudi Arabia was identified by the company as a potential high value export market where their services could have a substantial impact. Participating in a UKTI supported trade mission to Al Khobar with a brief stop over in Bahrain in 2008 became the key.

“Following the event in Bahrain we felt extremely positive about our business prospects there, and on the strength of this, we commissioned an OMIS from the UKTI team in the Bahrain Embassy, which was both very comprehensive and tailored exactly to our needs. The OMIS gave us an in-depth view of the real possibilities for business for us in Bahrain and it was backed up with some high quality business leads and contacts. Subsequent meetings with some of these contacts have led to us being awarded a contract out there and there's every reason to believe that there may be more to come.”

**Scott Watson**