

UK
TRADE &
INVESTMENT



Information and Opportunities

OVERSEAS MARKET INTRODUCTION SERVICE (OMIS)



Fast track to the world ^{UK}

WHAT IS OMIS?

UK TRADE & INVESTMENT'S OVERSEAS MARKET INTRODUCTION SERVICE (OMIS) IS A FLEXIBLE BUSINESS TOOL ENABLING DIRECT COMMUNICATION BETWEEN YOU AND ANY OF OUR COMMERCIAL TEAMS LOCATED IN OUR GLOBAL NETWORK OF EMBASSIES, HIGH COMMISSIONS AND CONSULATES.

Why use **OMIS**?

OMIS opens the door to a wealth of practical support, advice and key market information. It guides you through the process of breaking into a new overseas market, providing all the help you need at every stage, from initial research to making your first market visit.

But isn't it just a **market report**?

While true that OMIS once had its roots in a purely paper-based "market report" service, it has now evolved to offer so much more – a broad and creative range of activities to suit your individual needs.



I first need market information and advice – what can OMIS offer?

Accurate and up-to-date market information is crucial to the success of your product or service in any new country. Our skilled trade teams are located "on the ground" in our overseas embassies, high commissions and consulates and can supply information and advice, for example:

- A market/sector overview.
- Market analysis – feasibility of your product/service in the market; opportunities, prospects and evaluation of market-entry strategies.
- The identification, in-depth assessment of potential business of contacts/partners who may be "warmed up" if required.
- Local market introductions, eg chambers of commerce, trade associations, etc.

“ I USE OMIS FREQUENTLY. IT HAS SAVED ME COUNTLESS HOURS AND REDUCED MY COSTS”

David Knowles, Managing Director,
PRS Selection Ltd, Bedfordshire

Next I need **practical help.** What is available?

To ensure your new market entry is as smooth as possible there is a great deal of practical assistance on offer before, during and after your market visit:

- Pre-visit briefing – one-to-one mentoring with our overseas trade teams by email, telephone or video conferencing.
- "Appointment making" with selected contacts or potential business partners.
- Accompanying customers to meetings to help with translation, business etiquette and culture.
- Organising and inviting potential local partners to bespoke receptions, meetings and seminars where you can personally present your product or service.
- Delivery and collection of tender documents.

For an additional cost we can also offer the use of official premises and facilities, for example for a product launch or reception.

Above are a few examples of what can be offered. However, not all activities may be available in all our overseas markets. Please check the availability with your International Trade Adviser.



So why is OMIS so successful?

At the heart of OMIS's success is the unique value of our staff in our embassies, high commissions and consulates. They have local language skills, local market knowledge and extensive political and commercial contacts.

In all markets where we have a presence OMIS is available online, giving you a direct link to our staff irrespective of time zone or location, whether overseas or in the UK – ensuring faster access to track progress of your agreed OMIS activities. Please check with your International Trade Adviser which markets offer this service.

“WE HAVE USED OMIS FOR A NUMBER OF NEW MARKETS: IT HAS OPENED MANY DOORS AND CREATED NEW AND EXCITING OPPORTUNITIES FOR US”

Dr Don Musto, Sales Director
(Europe, Middle East and Africa)
Astron Clinica Ltd, Cambridgeshire

What does OMIS cost?

Because companies have individual requirements there are five levels of service offered. The levels vary in price from £225 to £1,800 depending on the amount of help required. The levels needed to achieve a similar result may differ from country to country and depend on the product or service involved. Examples of what might be provided for each level are:

LEVEL 1 – this basic level is designed for smaller but significant pieces of work, eg where a company has conducted some research of its own but needs help in contacting potential customers.

LEVEL 2 – this can be used for pieces of work to supplement previous OMIS activities, or to support other market-entry activities. For example Trade Missions and visits supported by UK Trade & Investment Market Visit Support.

LEVEL 3 – this level is designed to give companies essential information based on local in-country market research. It would suit those preparing to enter a new market and requiring more comprehensive market information, contact details and itineraries for visits to local partners.



LEVEL 4 – this level is likely to include more in-depth research on a particular sector, in-market help and mentoring from our trade officers and accompanied visits.

LEVEL 5 – this level offers you our most comprehensive help. For example, assistance organising a seminar, presentation or event, including identification of potential delegates, marketing, invitation mailing and all-round support.

In fact, given the flexibility of OMIS, whatever information or advice you might need, just ask.

How do I access **OMIS**?

Talk to your local International Trade Adviser – your "ITA". To obtain contact details visit the UK Trade & Investment website www.uktradeinvest.gov.uk and via the "Welcome" page enter your postcode in the space provided. While on the website find out more about OMIS via the "Our Services" page.

Who are we?

UK Trade & Investment is the government organisation that helps UK-based companies succeed in international markets. We assist overseas companies to bring high-quality investment to the UK's dynamic economy.

Fast track to the world^{UK}

Please note: Some services referred to in this brochure may not be available from all overseas embassies, high commissions and consulates. Please check availability with your International Trade Adviser (ITA). Your local International Trade Team details can be found on the UK Trade & Investment website at www.uktradeinvest.gov.uk
In China, OMIS is delivered on our behalf by the China-Britain Business Council (CBBC).

The pulp used in this document is totally chlorine free, fully recyclable and biodegradable

Published August 2007
by UK Trade & Investment
www.uktradeinvest.gov.uk
©Crown Copyright

URN 07/1126