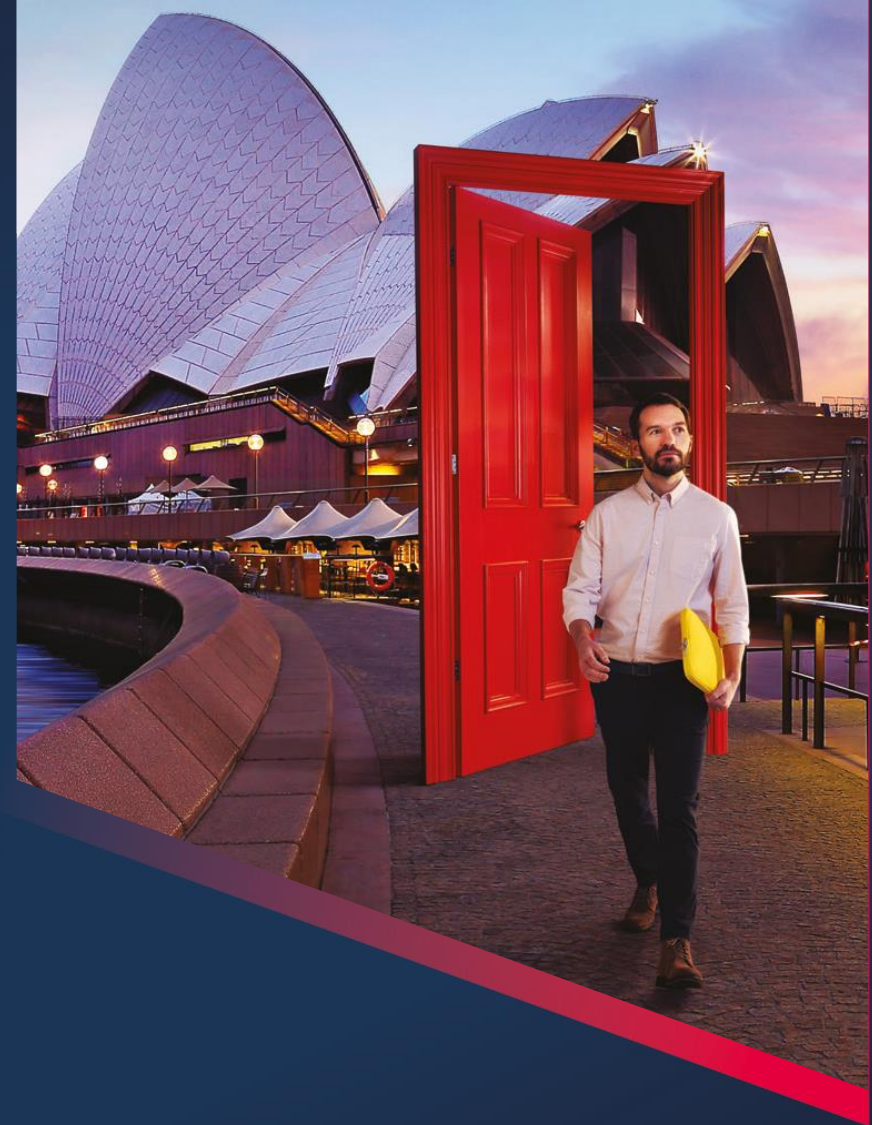




Department for
International Trade

Export Support Service – Asia Pacific



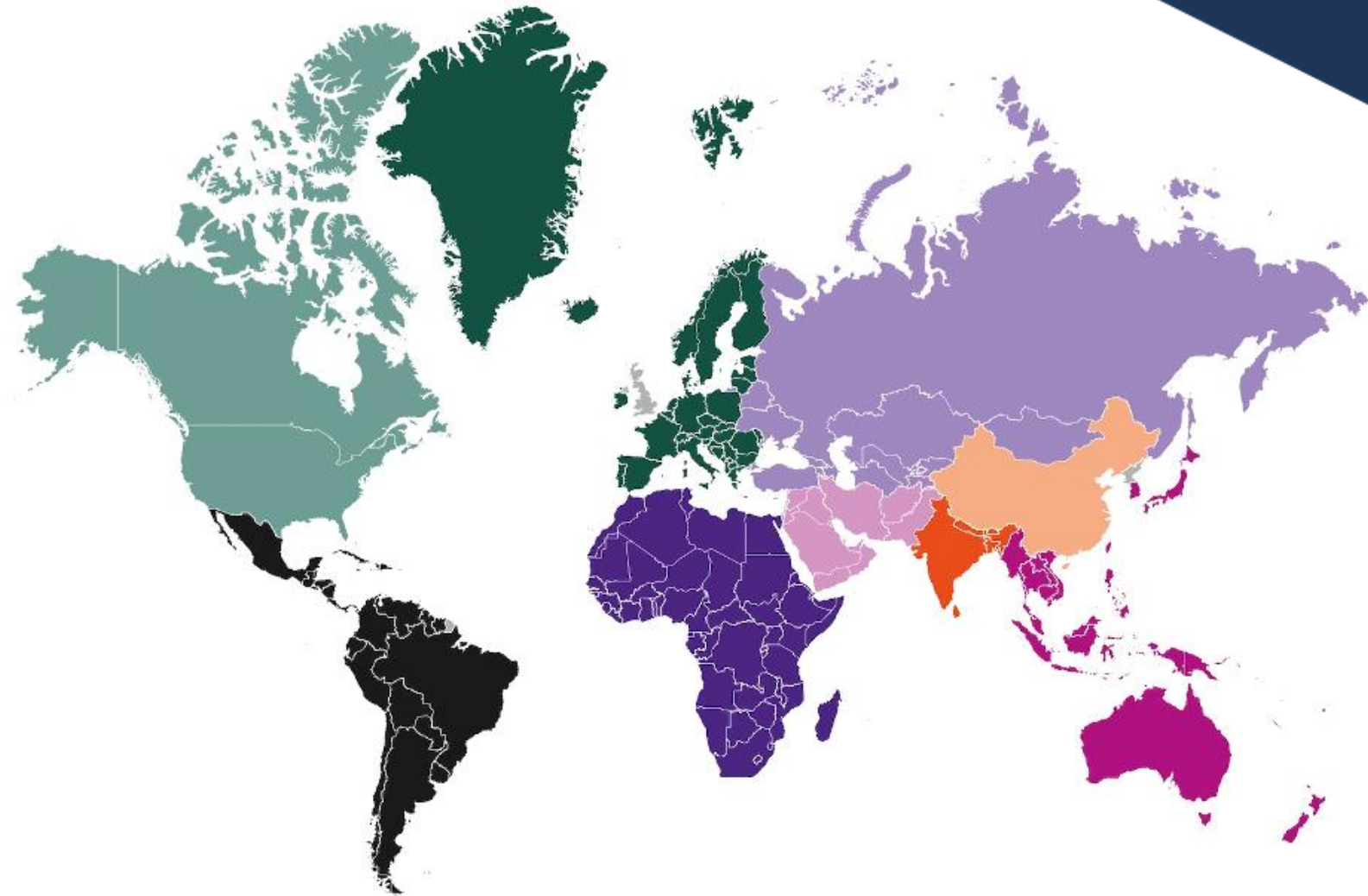
Sarah Leonard, Regional Manager of the Export Support Service – Asia Pacific

What is the Export Support Service?



The Export Support Service is DIT's new overseas, in-market export support service for high export potential SMEs.

It operates in all DIT regions: Africa, Asia Pacific, China, EECAN (Eastern Europe and Central Asia), Europe, LATAC (Latin America and the Caribbean), MEAP (Middle East, Afghanistan and Pakistan), North America, South Asia.



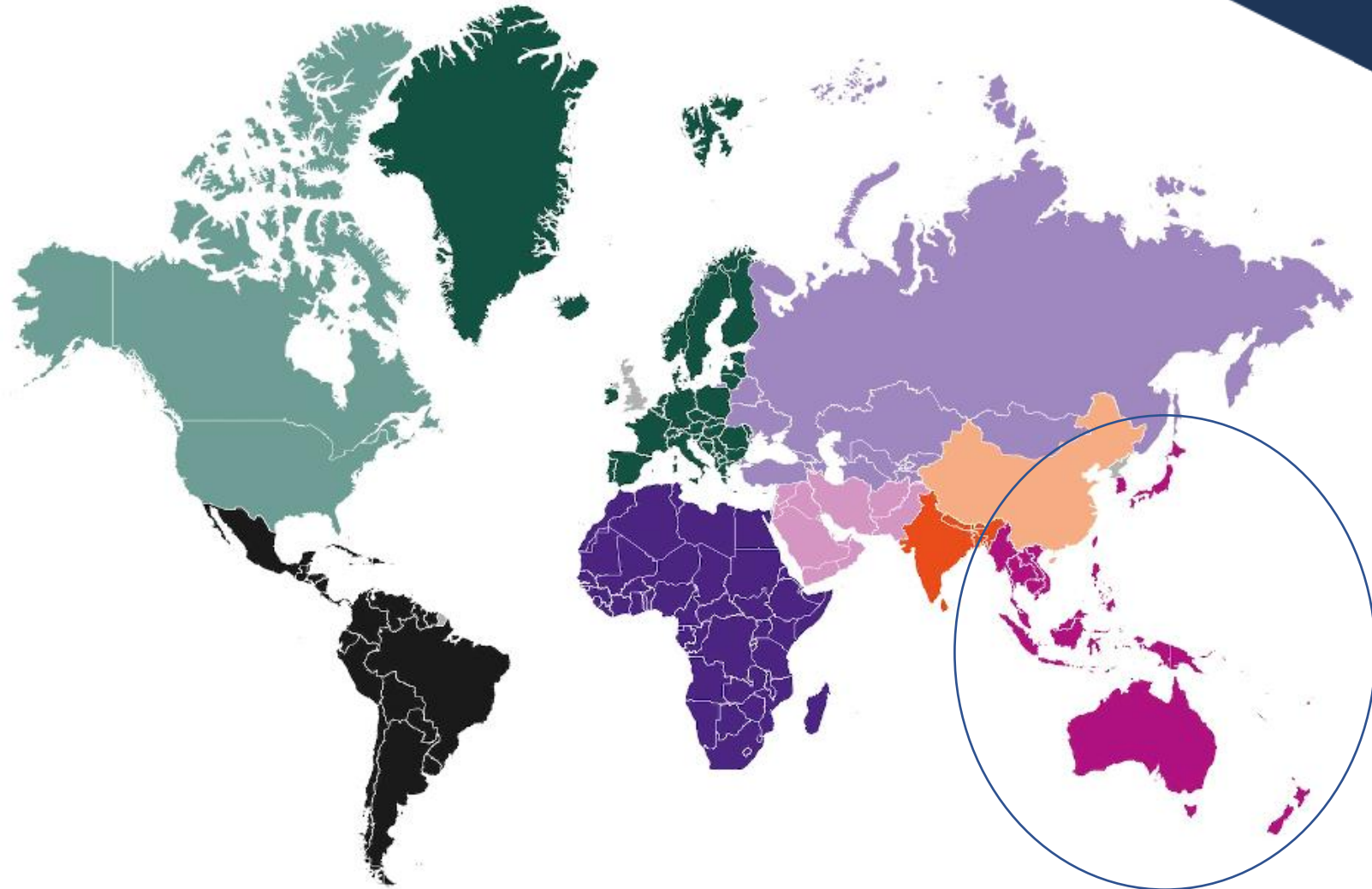
Export Support Service – Asia Pacific



The Export Support Service – Asia Pacific team enquiry hub is based in Ho Chi Minh City.

The Export Support Service – Asia Pacific has Market Advisors based in:

Australia, Cambodia, Indonesia, Japan, Laos, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.





What does the Export Support Service offer?

The service will provide three key areas of support for SMEs:

1-1 Consultation



Our market advisors will provide tailored, expert advice on the region and country markets. They will work with the company to understand their needs and offer support, advice and activity based on this. This might even include assisting the client with business-to-business introductions.

Off-the-shelf market intelligence



The Export Support Service will provide access to up-to-date region, market and sector specific data based on a series of off-the-shelf market reports and other publicly available materials

Overseas Referral Network



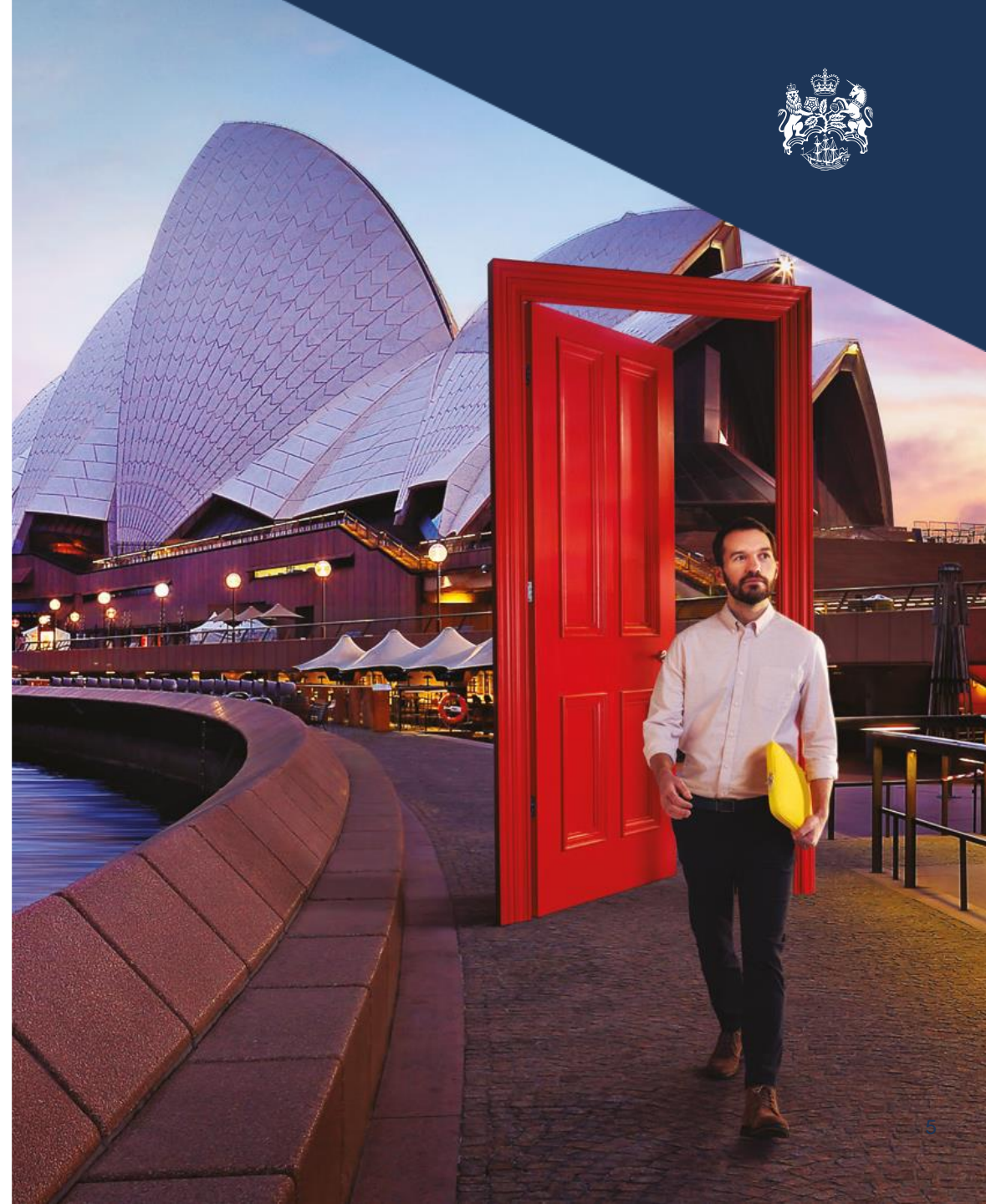
Creation and curation of a bespoke list of private sector providers who can provide a range of services on a commercial basis, including:

- Translation
- Trading Environment Advice
- Market Research
- Negotiation Support
- Product Certification & Standards
- International HR & Recruitment
- Due Diligence
- Marketing & PR Support
- Event Management
- Exporting Agreements
- Website Development

Who does the Export Support Service work with?

The service is available to all UK businesses but has a particular focus on:

- High export potential businesses with an export ready product or service
- Businesses with potential for export value growth
- Businesses who are 'export ready'

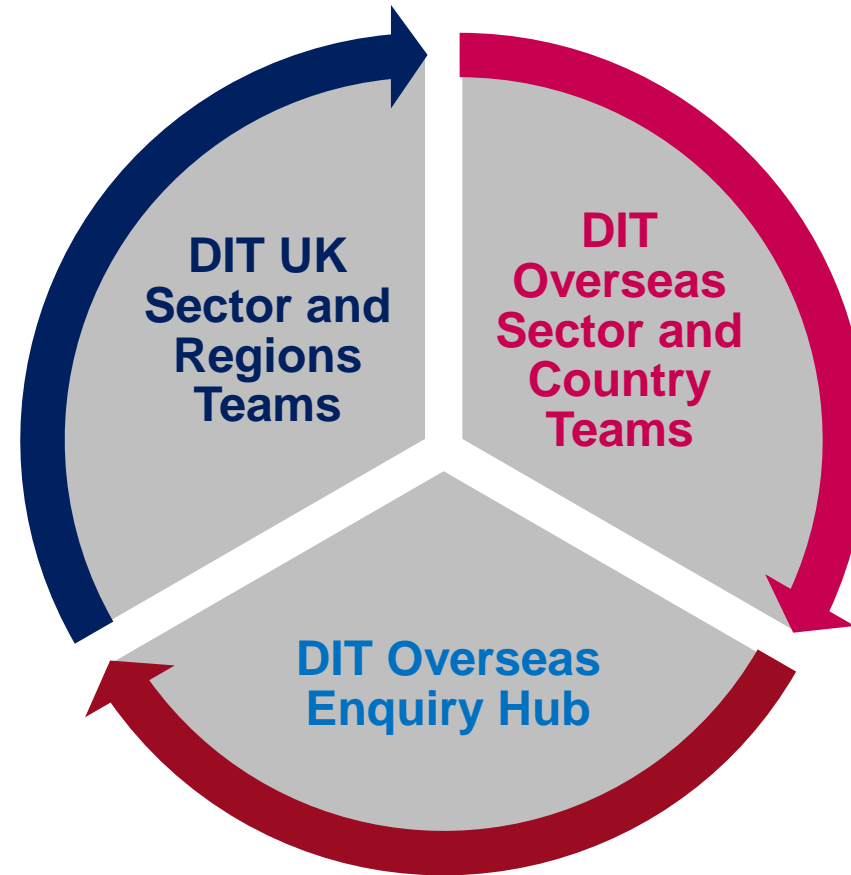




How does the Export Support Service – Asia Pacific fit in with other DIT support?

UK-based support to prepare companies for export and connect them with the Export Support Service.

This is covered by the International Trade Advisors, the Export Academy and the Sector Teams.



DIT staff in-market provide government services to support UK companies to win business in key sectors and areas. They focus on government to government, market access, and account management activity.

DIT staff in-market that provide basic information for UK companies and connect them with relevant and proportionate support (in either the public or private sector).

**Note: a UK company can enter the model through any segment. The key here is to understand what support can be provided by each one.*



How can a company get in touch with the Export Support Service – Asia Pacific?

If you think your company could benefit from the Export Support Service, you can get in touch with the Export Support Service directly by emailing ExportSupport.APAC@fcdo.gov.uk

You can also get in touch with your local trade office. To find out the name of your closest office: <https://www.great.gov.uk/contact/office-finder/>

