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# AMERICAS SHOWCASE 2023





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# Welcome by the Department for Business and Trade NI



Jane Grady

Deputy Director DBT Northern Ireland Hub





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# Welcome by Invest Northern Ireland



Steve Harper  
Executive Director International Business





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# His Majesty's Trade Commissioner for LATAC, Jonathan Knott







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# His Majesty's Trade Commissioner for North America, Emma Wade-Smith







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# Doing Business in North America



Frances Moffett-Kouadio  
Director Exports North America



# Agenda

1. **Who** we are?
2. **Where** we are?
3. **How** we can support your business?





## Who are we?

Part of the UK Government who support exporters and investors to grow their businesses overseas through a range of services, including tailored services.



## Where are we?

Located in the British Embassy, High Commission and Consulates across Canada and the USA, with additional support from our UK Government Offices.

## How can we support your business?

Trade Missions;  
Financial support to attend trade shows;  
Advice/Sign-posting;  
Tailored services;  
Showcases/Campaigns



## What else do we do?

Account management;  
Identify market access barriers and lobby to have them overturned;  
Contribute to FTA and MOU negotiations;  
Deliver HMG policies e.g. Clean Growth, Levelling up, Science & Technology (including through FDI).





# US State MOUs and the FTA

1 - Indiana

2 - North  
Carolina

3 - South  
Carolina

4 - Oklahoma

5 - Utah

6 - Washington

**Themes:** sustainability, our priority sectors; DEI e.g. women's economic empowerment; procurement (including NASPO)

FTA: SME Dialogue continues



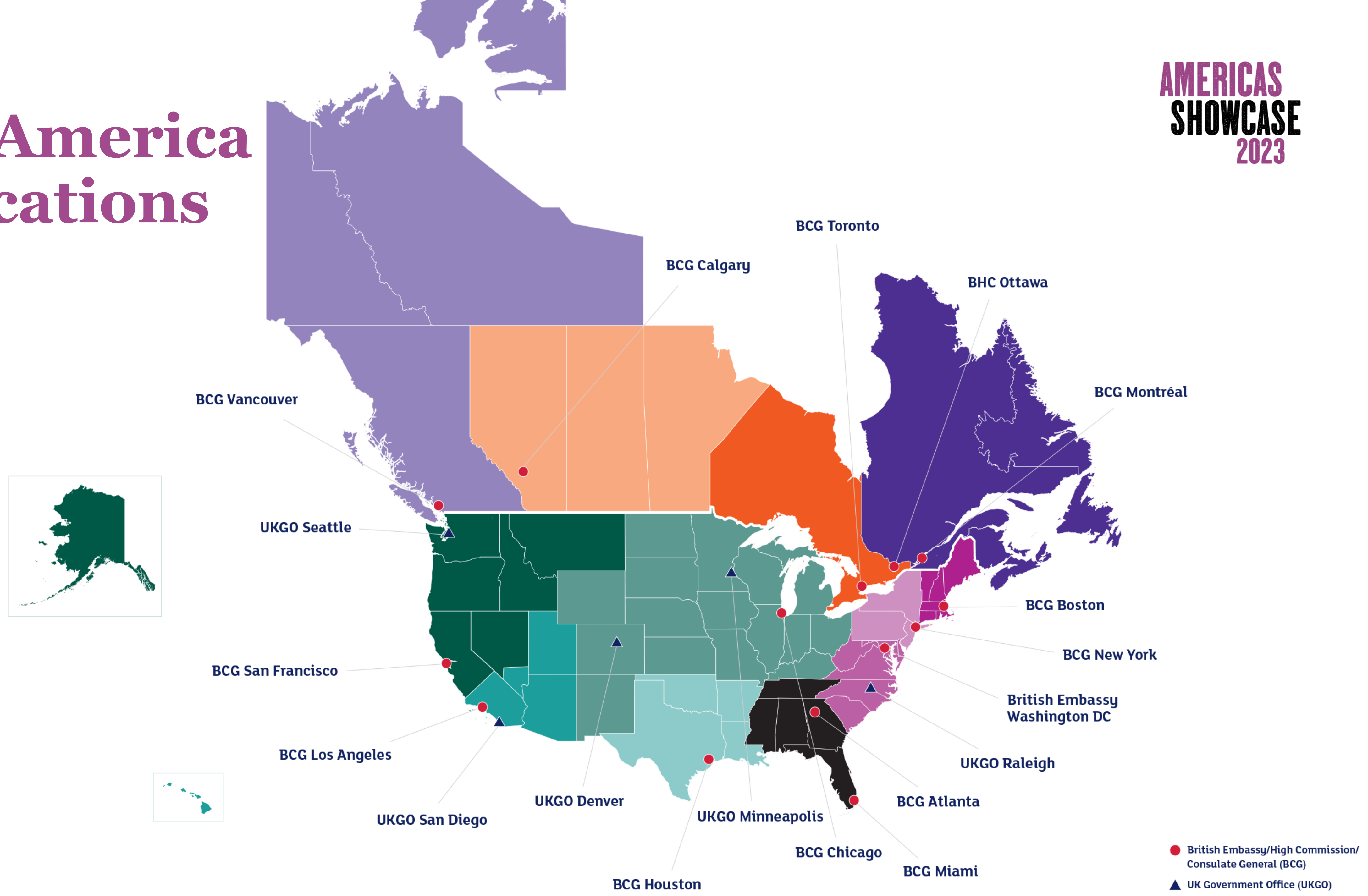
# Canada Negotiations

- FTA negotiations are on-going;
- CPTPP (The Comprehensive and Progressive Agreement for Trans-Pacific Partnership) has been signed.



# DBT North America Our locations

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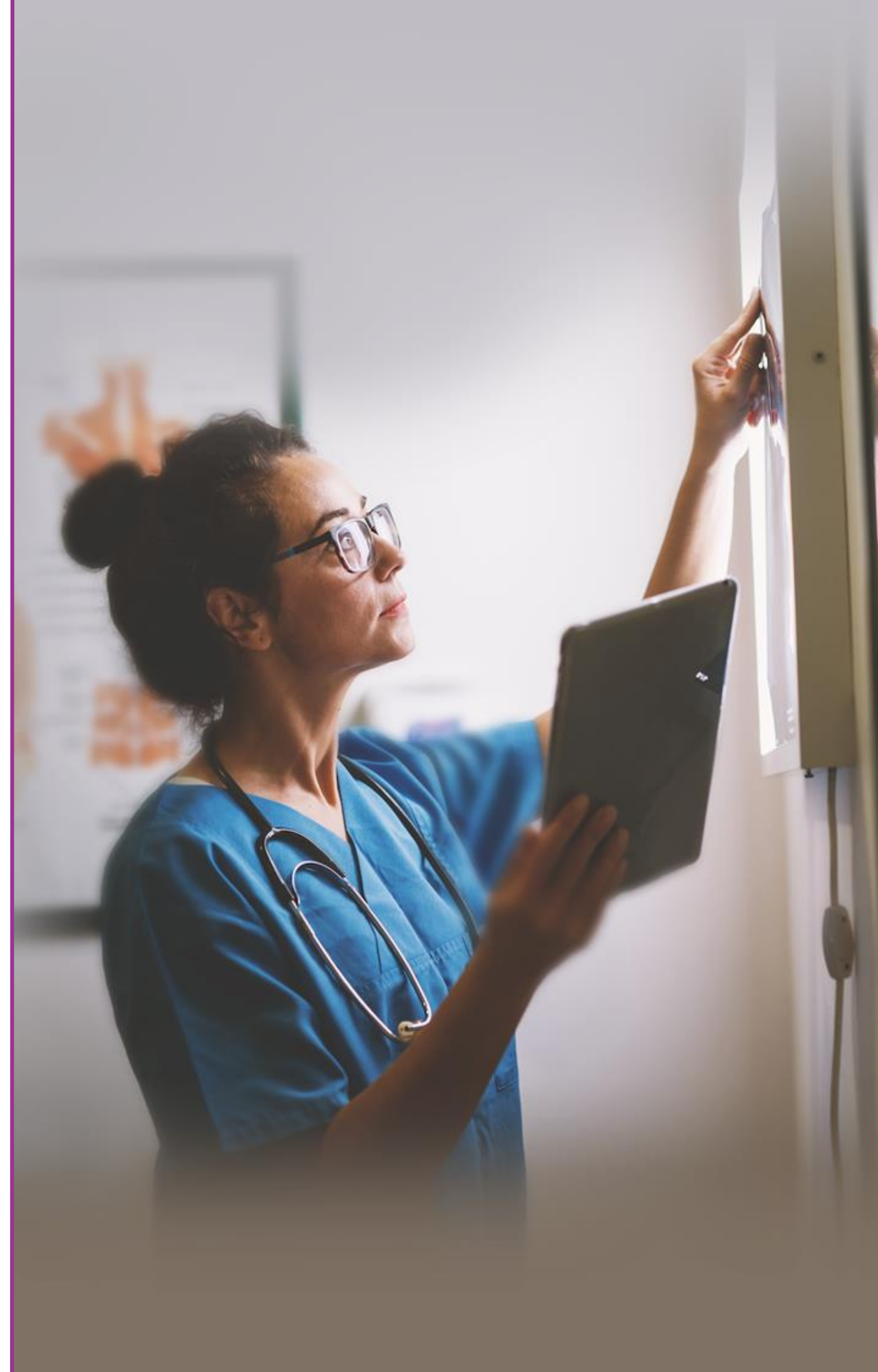


# Opportunities

1. British products and services are highly regarded;
2. US: our strongest partner;
3. Canada member of the Commonwealth;
4. Few language barriers (French in Quebec);
5. A familiar destination.

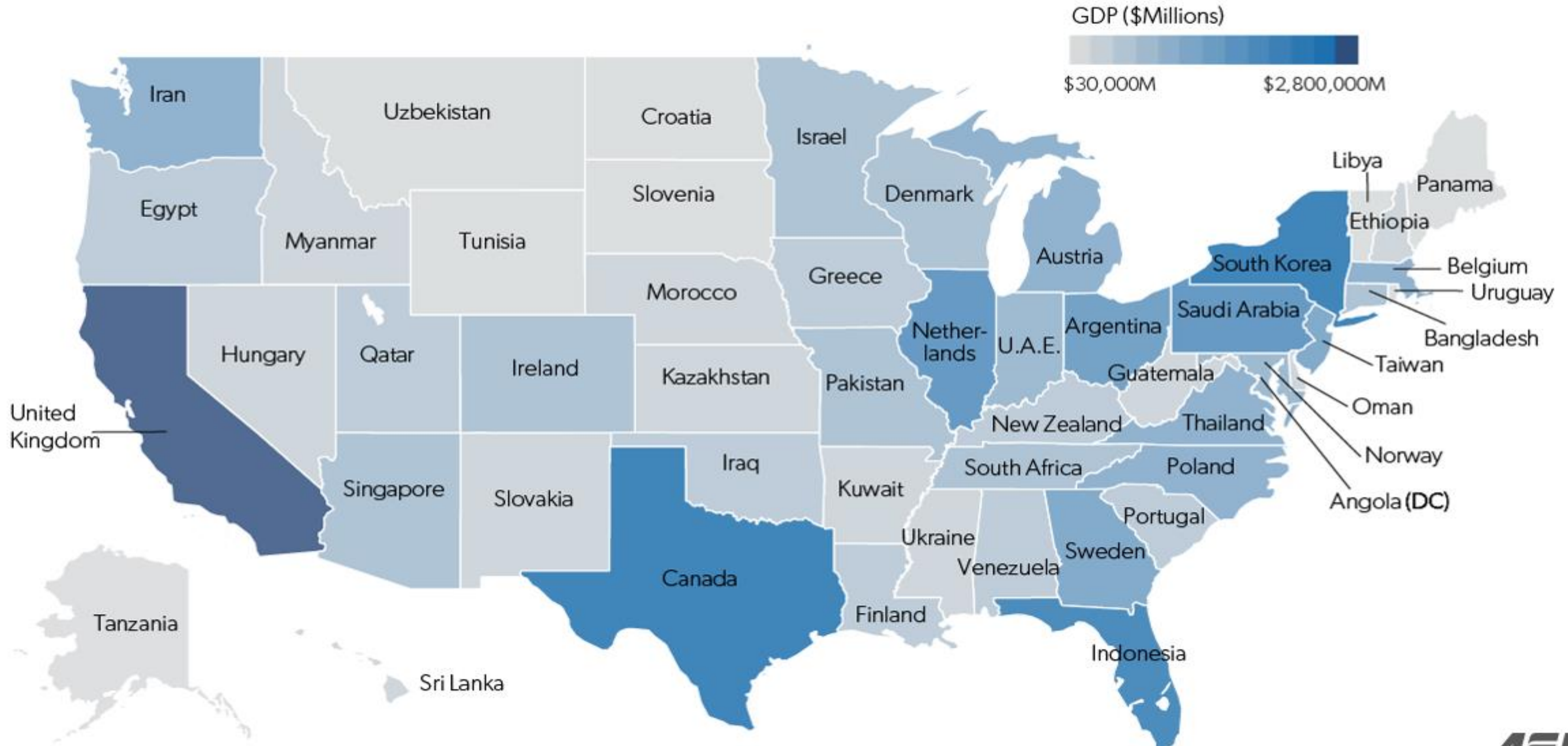
## Our team is focused on:

- Advanced Engineering and Manufacturing (*Aerospace, Automotive, Future mobility; Defence, Security & Space*);
- Capital Investment;
- Clean Growth & Energy;
- Creative, Media & Sport Economy;
- Food & Drink;
- F&PS, particularly FinTech;
- Healthcare & Lifesciences;
- Infrastructure;
- Technology (including EdTech).





# US States Renamed for Countries with Similar GDPs (2017)



Sources: Bureau of Economic Analysis and International Monetary Fund



10 Provinces  
3 Territories  
6 Time Zones  
Municipal, Provincial,  
Federal



c.37 million people  
80% urban population  
English & French

Part of USMCA  
450 million people  
Trade \$1.2 trillion

2<sup>nd</sup> largest country

40x size of UK, province of  
Ontario approx. 4x size of UK



# Challenges



## Not a single market or markets:

- Like doing business in 63 countries (50 States in the USA and 10 Provinces and 3 Territories in Canada);
- Protectionism: Federal Policies; State ownership of key businesses e.g. Liquor Boards in Canada;
- Different tax, legal, visa and regulatory systems;
- Different outward direct investment incentives;
- Scale;
- May not be for the novice exporter.



## But...

- These can be overcome with good advice and we can assist or sign-post you to specialist services e.g., legal, visa and partners such as Select USA or the Canadian High Commission or to potential partners who can support your access to the market;
- State MOUs/other trade negotiations will open up new opportunities..



# The Export Journey to North America

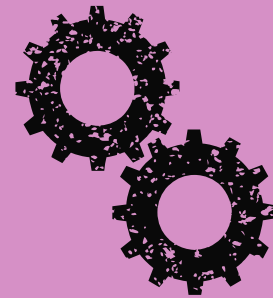


1. Do some basic research – what is your USP for the North America Market?
2. Access DBT and INI/SDI/Business Wales services (via your DBT ITA or INI/SDI/BW advisor) for advice, access to trade missions and possible funding;
3. Access our digital offer, including the Export Academy to prepare; meet our Export Champions and international supporters such as the Global Scots network to hear about their experience of doing business in North America.
4. Access to our services in North America depend on the size of your company. UK companies from any sector with a turn-over of £500k or more can access our Export Support Service for general advice and connection to approved specialists in our overseas referral network e.g. legal advisors.
5. DBT North America's teams work in priority sectors to identify opportunities in the market and connect well-matched UK companies to them. We address market access issues and provide the support that only HMG can.
6. Depending on where you are in your export journey, we can sign-post you to other sources of advice e.g. our US/Canada counterparts, EDAs, Investment Agencies etc.
7. UKEF



# Resources for Exporters

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Digital Offer  
including the  
Export Academy



Export Support  
Service ESS-IM

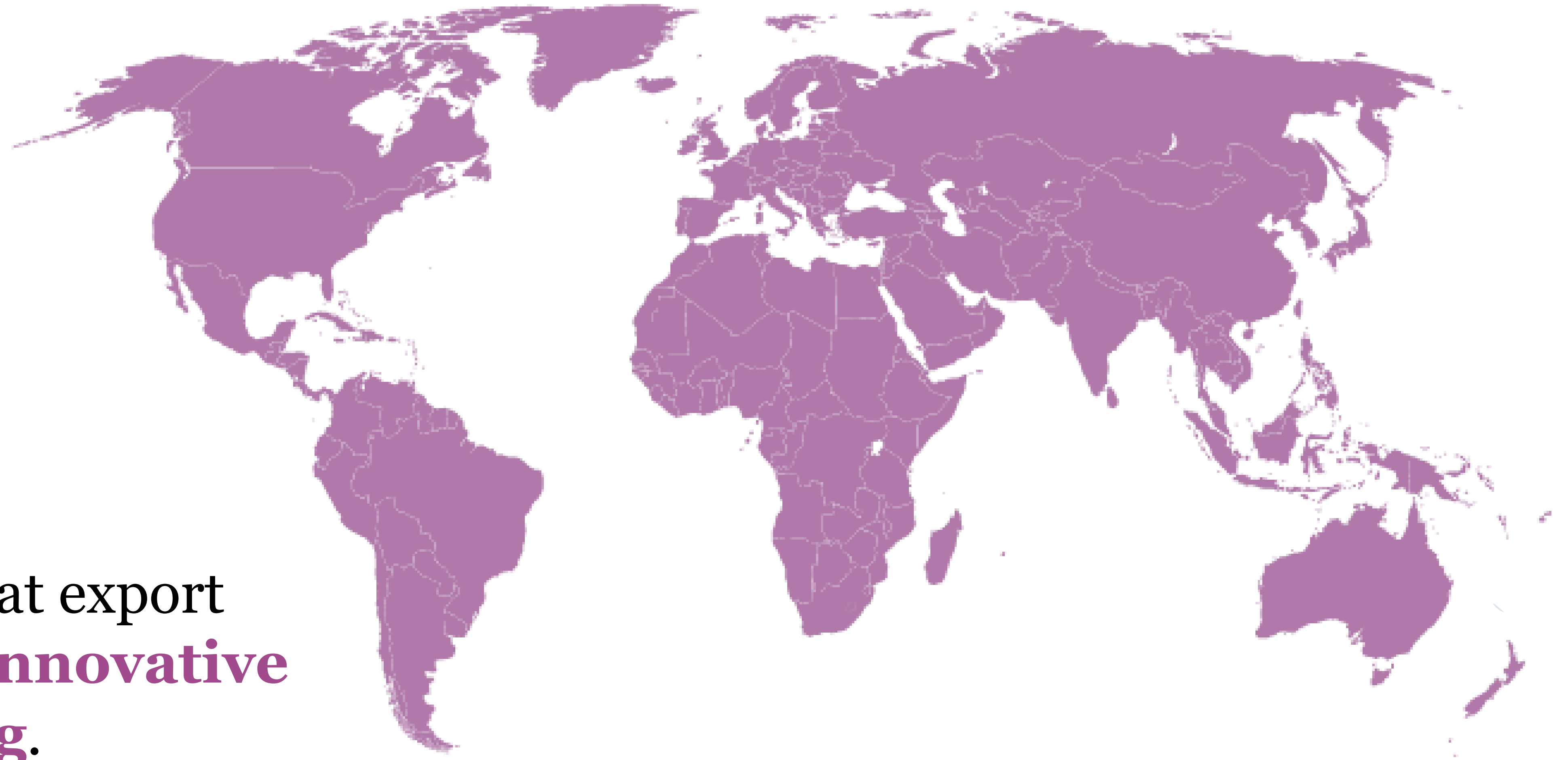


UK Export  
Finance



# Benefits of Exporting

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Companies that export  
are the most **innovative**  
and **enduring**.



# Contacts

General information: [NorthAmericaInfo@trade.gov.uk](mailto:NorthAmericaInfo@trade.gov.uk)

Exporting: <https://www.great.gov.uk>

London businesses: [Ask the export support team a question - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

British American Business: <http://www.babc.org>

Canada-UK Chamber of Commerce in London: <https://www.canada-uk.org/>

British Canadian Chamber of Trade and Commerce: <https://www.britishcanadianchamber.com/>







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# Questions?







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# Get Your Business Ready for Latin America and the Caribbean



Cristina Irving Turner  
Latin America and The Caribbean  
Business Specialist



# Agenda

1. LATAC Overview and Trade Statistics
2. Opportunities in LATAC
3. Tips for Success
4. Summary



# The Macro Picture

Represents circa **6% of global GDP**  
(US\$ bn.)

Total UK trade with the region  
amounted to £41.1bn, a **33% increase**  
from last year.

In 2022, the UK held a **0.9%** market  
share in goods and services in LATAC,  
which in that year had an estimated  
total import market worth **£2  
trillion\***.

Country	Total trade (£bn), 12 months to Q1 2023
Brazil	£8.0b
Mexico	£4.9b
Caribbean <sup>1</sup>	£3.8b
Central America <sup>2</sup>	£3.2b
Peru	£2.6b
Argentina	£2.1b
Colombia	£1.8b
Chile	£1.7b

UK exports to LATAC

**£22.3bn**



UK imports from LATAC

**£18.8bn**

\* Source: Office for National Statistics, UK Total Trade: all countries, seasonally-adjusted [\[link\]](#). Caribbean: Jamaica, Guyana, Trinidad and Tobago, Barbados and the Eastern Caribbean Islands and Belize. Central America: Costa Rica, Panama, Dominican Republic, Guatemala, Cuba, Honduras, El Salvador, Nicaragua and Haiti. Market share statistics are derived by the Department for Business and Trade, using publicly available data from the Office for National Statistics (ONS) and the United Nations Conference on Trade and Development (UNCTAD). These new statistics allows users to estimate the importance of UK trade on imports to each trading partner. Market share is calculated as the value of imports from the UK using data from [ONS](#), divided by the value of total imports using data from [UNCTAD](#). Data from UNCTAD is converted from US dollars into pounds sterling by using the annual average spot exchange rate. Annual average spot exchange rates for \$USD to £GBP are sourced from the [Bank of England](#).



# LATAC Overview



- 31 countries and home to 650 million people
- Most urbanized in the world (59 cities of over 1m, therefore good for product distribution)
- Spanish, Portuguese and English = three most spoken languages
- Argentina, Brazil and Mexico are part of the G20 group.
- Chile, Peru, Colombia and Mexico are all ranked as easier to do business in than India, South Africa, Vietnam and Indonesia.



# DBT Presence in Latin America and the Caribbean

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**HMTc LATAC**  
**Jonathan Knott**  
Based in Brazil



**DHMTc LATAC**  
**Spencer Mahony**  
Based in Mexico





# UK Exports to LATAC in 2022

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A few examples of the work by **DBT LATAC** to help **UK exporters** grow:

Helping companies in the **Midlands** export electric/hybrid vehicles to **Mexico**

Connecting **North-West** healthcare companies with overseas partners in **Chile**, facilitating the export of hospital essentials

Supporting learning institutions in **Yorkshire** to provide English-language training to partners in **Panama**

Helping companies in **Scotland** export salmon to **Brazil**, after negotiations with its Ministry of Agriculture

Facilitating deals between companies from **Northern Ireland** and buyers in the **English-speaking Caribbean**, after working to remove a ban on UK poultry exports





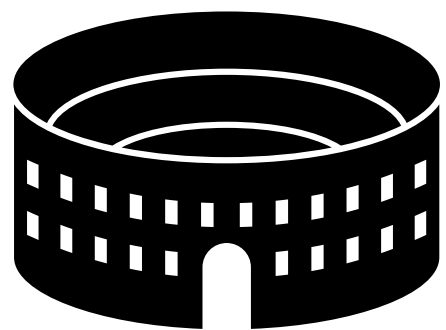
# Opportunities in LATAC



# What is there to be excited about?

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## Infrastructure, including Sports Economy



- Pan American Games 2023- 2027
- Opportunities in Water Infrastructure in Brazil, DR and Andean countries
- United 2026 FIFA World Cup
- Construction opportunities in Guyana and Peru
- Opportunities in the Rail sector in Colombia
- Water infrastructure projects in Brazil
- Investments in Social Infrastructure in Central America

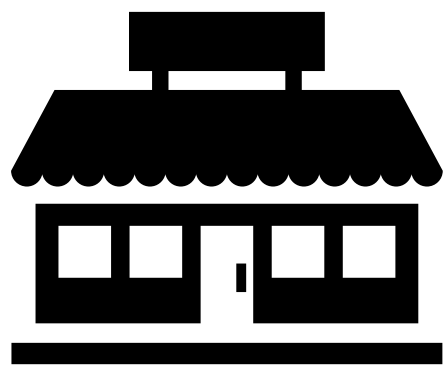




# What is there to be excited about?

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## Government-to-Government, Development Banks and UK Export Finance



- New Government partnerships on infrastructure with **Guyana, Ecuador, Dominican Republic, Paraguay, Chile** and **Colombia**.
- Continuation of partnership with Peru (G2G programme) across schools, hospitals and climate resilience.
- IDB, CABEI and CAF funding for green transition in Central America and across LATAC.
- UKEF interest in funding green infrastructure (solar, hydrogen).

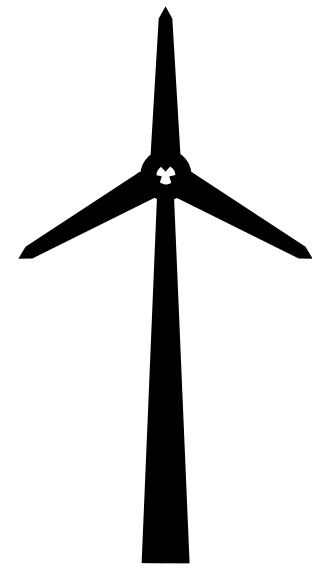




# What is there to be excited about?

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## Renewable Energy and Clean Growth



- Solar projects in the Caribbean, Colombia and Bolivia
- Electric vehicle opportunities in Mexico and Central America
- Offshore Wind (OSW) in Colombia
- Hydrogen and OSW projects in Brazil
- Hydrogen opportunities in Spanish-speaking Mercosur countries





# What is there to be excited about?

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## Financial and Professional Services



- FinTech opportunities in Mexico. Opportunities for UK companies to land grow in LATAC.
- Open finance opportunities in Colombia and Brazil, with UK-influenced frameworks now in place.
- Opportunities across professional services spaces in consultancy, cost management.





# What is there to be excited about?



The UK is joining the **Comprehensive and Progressive Trans-Pacific Partnership**, which represents 13% of Global GDP. Also, **Chile, Peru and Mexico** are set to join. The UK has several **strategic trade agreements** in LATAC:

- **UK-Mexico** Trade Agreement.
- **UK-CARIFORUM** Economic Partnership Agreement
- **UK-Central America** Association Agreement,
- **UK-Andean** Trade Agreement,
- **UK- Chile** Association Agreement,



**CPTPP**



# What is there to be excited about?



## Double Taxation Agreements



The UK benefits from these with most countries in LATAC, which provide additional certainty over cross-border investment flows between the UK and these markets.



## Non-Tariff Barriers

DBT has been working on:

- Securing **improved regulatory** frameworks for financial services
- Supporting new regulations for **offshore wind**
- Helping UK life-sciences companies to provide **innovative medical treatments**
- Opening trade opportunities, such as for **agri-food products**







# DBT's Service Offer in LATAC



# Services Delivered in DBT LATAC

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- **Activities** – wider programme of trade missions, VIP visits, shows and events, webinars in UK and LATAC
- **Introductions** – incl. buyers, partners and service providers where beyond DBT LATAC's scope
- **Insights** – tailored and via communications such as newsletters, social media and webinars
- **Market access** – helping to breakdown significant barriers for UK trade
- **Export Finance** – via the UK's competitive credit agency, UKEF
- **UK surgeries** – DBT and FCDO LATAC meetings with companies around the UK
- **Account management** – working closely with the biggest buyers and sellers
- **Export Opportunities** – posted regularly on great.gov.uk
- **Case studies** – content and communications
- **Sponsorship/Partnership**
- **Regular meetings** – to update on opportunities and review progress





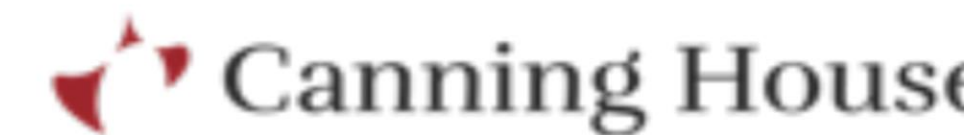
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# Ecosystem



*Indicative only (eg. circa 30 LatAC Embassies in the UK)*





# Tips for Success in LATAC



# Tips for Success

- The market is **competitive**
- Focus on **high-quality** and **specialised** offer
- Opportunities in the **private sector**, bringing solutions with a strong success record
- Partnering with **local partners** in order to access wider markets and government projects
- Keep in mind the region's particular challenges, such as **local currencies devaluation, taxation and market access issues**, and **economic challenges**



# Business Culture in LATAC



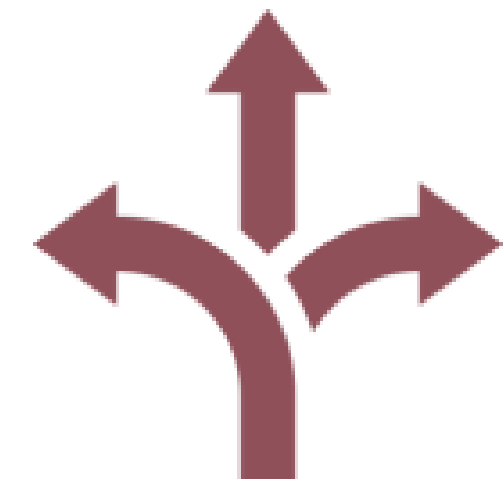
**Relationships matter**



**Discussions may not  
be straightforward**



**Important to build a  
positive reputation**



**Flexibility is key**



# UK Companies Best Suited to LATAC

1. Experience of exporting/investing overseas
2. £5m + turnover
3. In a sector (identified by DBT) as offering high value opportunities



LATAC has lots of room of opportunity to welcome Northern Ireland exports in all sectors

UK Trade Agreements in place in the region provide beneficial conditions to motivate exports

From offering introductions to market overviews, finance and assistance on specific situations, DBT is ready to provide support in your company's export journey

LATAC is a dynamic region, as it is its people and businesses, so with the appropriate consideration of its culture and characteristics you'll find more chances to succeed





**Stay in touch**



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Thank you

Gracias

Obrigada

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Coffee Break and  
Networking





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# Fireside chat: Exporters in Americas







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# Support available for exporters from Northern Ireland





# Department for Business and Trade





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# DBT Northern Ireland Hub

November 2023





Increase **export**  
opportunities



Improve **access** to  
DBT services



Increase **investment**  
opportunities

## We aim to:

- Strengthen Northern Ireland's presence and access to UK-wide export programmes
- Identify, promote & support all opportunities for inward investment
- Amplify Northern Ireland voices in the UK's evolving trade policy and negotiating mandates

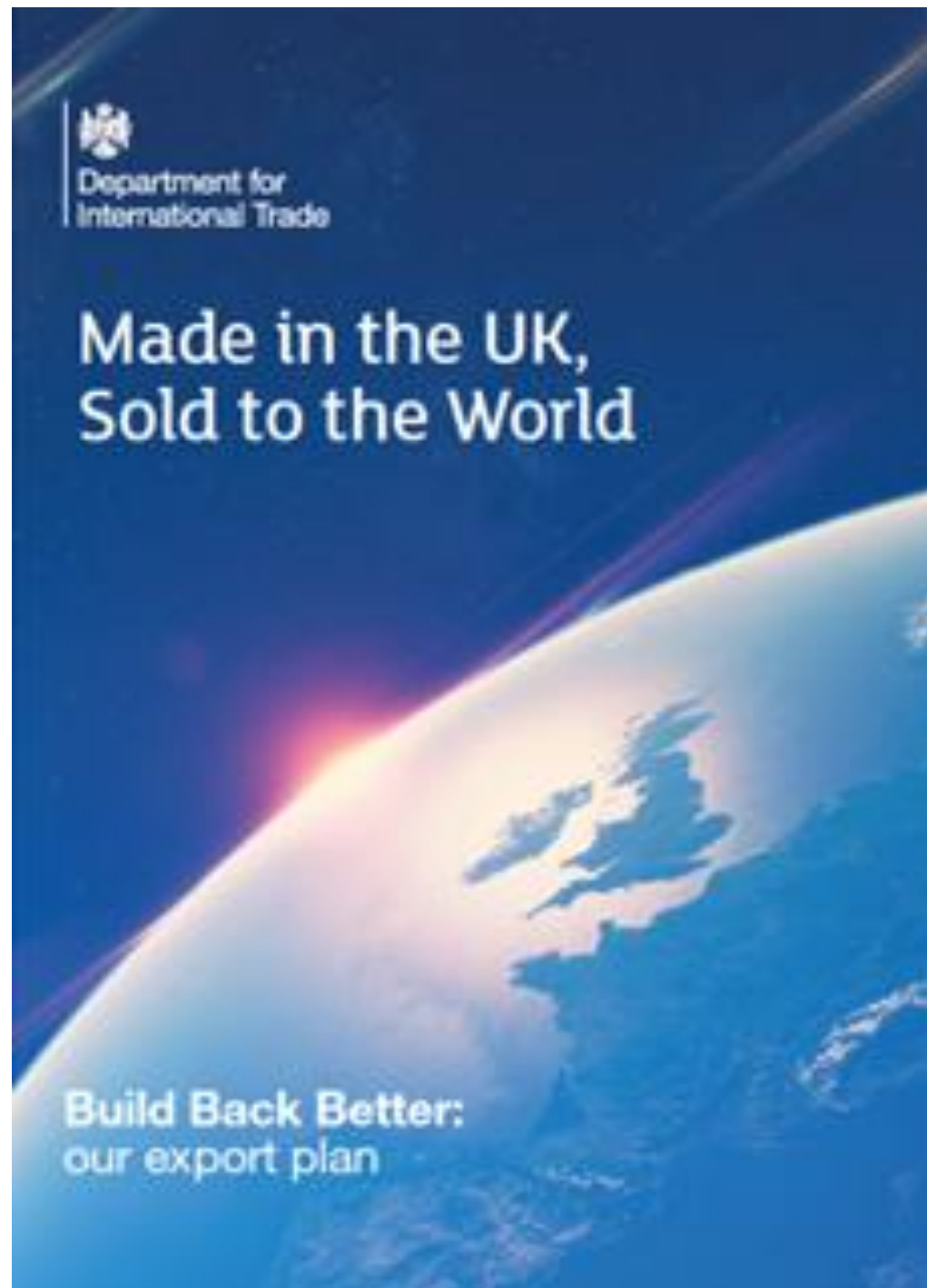
## We do this via:

- Practical support for existing businesses and those wishing to export to new markets;
- Sectoral support via leads in Creative, Advanced Technology & Manufacturing, Life & Health Science and Agri Food & Drink sectors;
- Updates for Northern Ireland businesses on evolving Trade Policy and opportunities for input via our Trade Policy lead



# DBT'S EXPORT STRATEGY - MADE IN THE UK, SOLD TO THE WORLD

- Refreshed strategy



- Race to a Trillion

- Scope for growth

- Launched November 2021
- Evolving support across the UK

- UK ambition of £1trillion exports by 2030
- Strategy to address barriers to exporting

- Opportunity to increase exporter base



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Go online and visit [www.great.gov.uk](http://www.great.gov.uk) to:

- Create your own **export plan** online
- **Identify high potential markets** for your products
- **UK Export Academy** is a free, comprehensive training offer available to businesses across the UK
- Gain market knowledge through **Export Support Service** (ESS)
- Search and apply for **live export opportunities**
- Explore **ecommerce** options and support to sell online internationally.



“The Department for Business and Trade is an instrumental partner in helping us make our guitars available on the global stage. Their team helped us to partner with Amazon to make Sheeran Guitars available across Australia alongside Ed Sheeran’s ‘Mathematics’ Tour.”

**David Ausdahl II**  
Managing Director, Lowden Guitars














Back to My export plans

## Export plan for selling Hair band to Netherlands

Created on 17 October 2023

▼ Hair band 0% completed

 <b>About your business</b> 0 out of 5 questions answered	 <b>Business objectives</b> 0 out of 2 questions answered	 <b>Target markets research</b> 0 out of 5 questions answered
 <b>Adapting your product</b> 0 out of 11 questions answered	 <b>Marketing approach</b> 0 out of 2 questions answered	 <b>Costs and pricing</b> 0 out of 8 questions answered
		

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Learn to export Where to export Make an export plan

Search  Menu

Dashboard

## Markets

Research export opportunities and prepare your business for new markets









gds.gov.uk > Markets

Filter markets guides Sort by  [Find information about your product](#)

High potential sectors for UK business

- Advanced manufacturing
- Aerospace
- Agriculture
- Agri-technology
- Automotive
- Biotechnology
- Cleantech
- Construction
- Consumer products
- Cyber security

 <b>Algeria</b>	 <b>Antigua and Barbuda</b>	 <b>Argentina</b>
		





**We aim to increase NI's voice in all aspects of UK trade policy by:**

**Inputting NI business intelligence and stakeholder interests and concerns**

- Current bilateral FTA negotiations with Canada and Mexico ongoing.

**Promoting trade policy opportunities**, including:

- Tariff-free trade of UK goods exports via Free Trade Agreements (FTAs) with EU, Japan, Australia, New Zealand & CPTPP countries
- Open digital markets with the Singapore Digital Economy Agreement
- Relaxation of strict labelling requirements in UAE
- Secured UK exemption from animal testing requirements when exporting to China

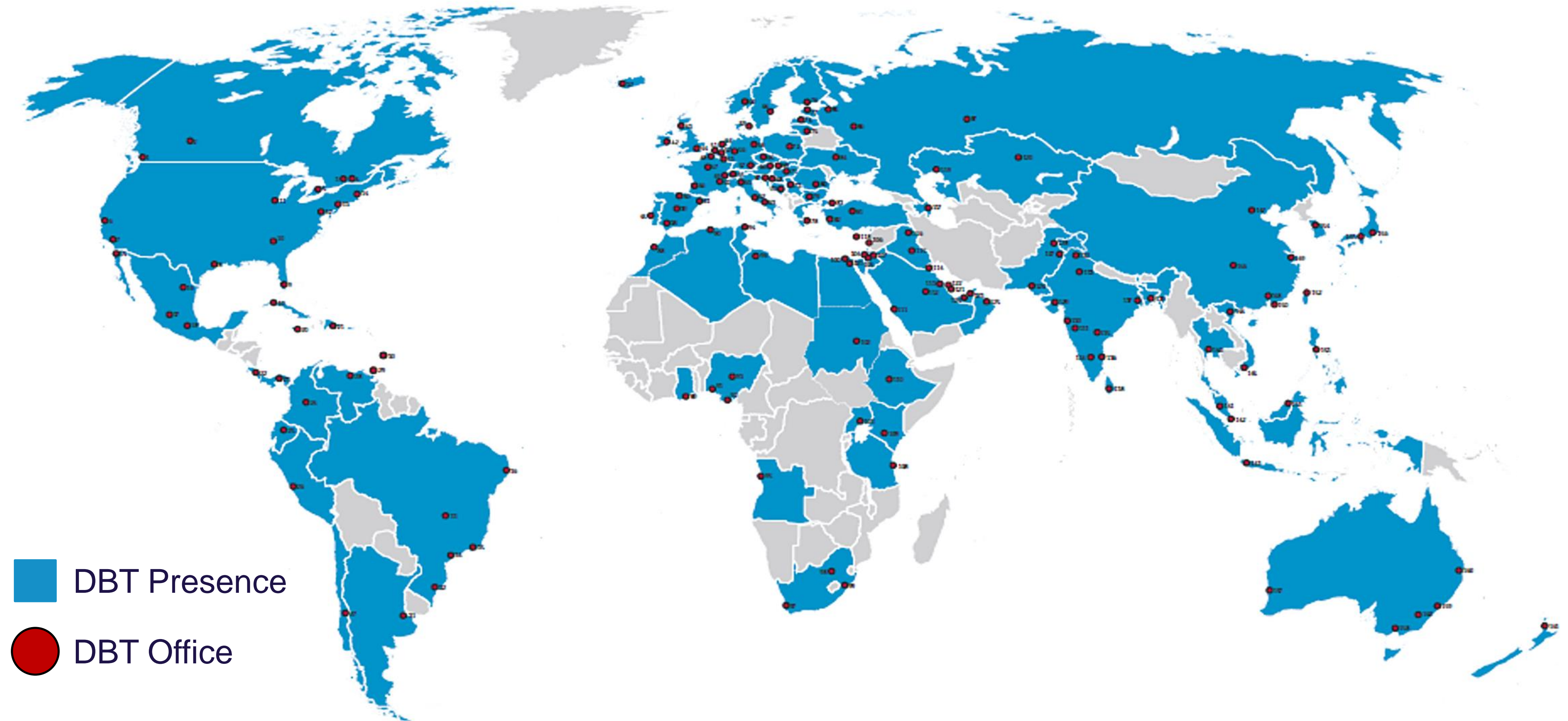
**Identifying, prioritising and overcoming Market Access Barriers** through:

- The UK government's extensive overseas network
- Use of the Digital Market Access Barriers tool
- Memorandum Of Understandings (MOUs) ie Architects are able to register their services across several US states via MOUs





# DBT International Reach











**EXPORTING  
FOR GROWTH  
DBT SERVICES  
IN THE NATIONS**



**Please respond by midnight  
16<sup>th</sup> November.**



# Invest Northern Ireland





# Supporting local businesses to export

**Mary de Almeida**  
**International Trade Manager**





# Trade Services





# Potential Exporters – Getting Started

**Business Support Helpline**

**NI Business Info**

**Export Health Check**

**Business Information Centre**

**Webinars, Tutorials, ‘Spotlight On’**

**2-minute update**



# Early Stage Exporters



Ambition to Grow Competition

International Trade Advisors

Trade Advisory Service (TAS)

Trade Accelerator Grant



# Growing Exporters

International Trade Advisors Sectors

Export Development Planning

Trade Missions & Exhibitions

Inward Buyer Missions

Growth Accelerator Programme

INI Overseas Network

Northern Irish Connections



**Thank You**





UK Export  
Finance

# UK Export Finance

Win contracts. Fulfil orders. Get paid.

Elizabeth McCrory

Senior Export Finance Manager – Northern Ireland





# Mission

To advance prosperity by ensuring no viable UK export fails for lack of finance or insurance, doing that sustainably and at no net cost to the taxpayer.







**All sectors;  
goods, services and  
intangibles**



**Support SMEs and  
large corporations**



**Support exports  
to 200+ countries**



**60+ local  
currencies**

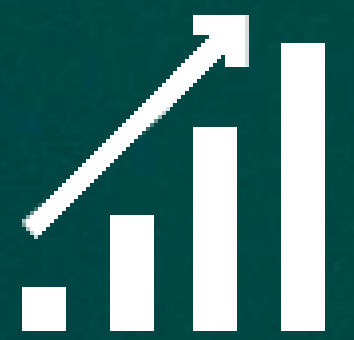




# In 2022-23:



**Provided £6.5 billion  
in finance for UK exports**



**£4.1 billion Gross Value  
Added to the UK economy**



**Supported an estimated  
55,000 UK jobs**





# Our capacity



UK Export  
Finance

£60 bn

total  
capacity

£55bn

current  
exposure

£5 bn

remaining  
capacity

As of June 2023



# Our products

## Buyer Finance

**Win contracts:** attractive financing terms for overseas buyers of UK goods and services can help exporters **make their offering more competitive**

- Buyer Credit Facility
- Direct Lending
- Lines of Credit
- Standard Buyer Loan Guarantee
- Bills and Notes Guarantee

## Exporter Guarantees

**Fulfil orders:** help companies access the support they need to fulfil a contract, giving them the confidence to **take on more contracts and increase their turnover**

- Bond Support Scheme
- Export Working Capital Scheme
- General Export Facility
- Export Development Guarantee
- Supply Chain Discount Guarantee

## Insurance

**Get paid:** help companies manage risks in challenging markets, **ensuring that they get paid** even where the private market is not able to offer insurance

- Bond Insurance Policy
- Export Insurance Policy
- Overseas Investment Insurance







Cookstown-based CDE Global design, manufacture and commission wet processing plants and equipment for construction and recycling operations around the world. With support from our Standard Buyer Loan Guarantee the business was able to secure a multi-million pound contract to expand production capabilities at a silica quarry in Oueslatia, Tunisia.

With the commercial market unable to provide a solution to support extended repayment terms, CDE contacted UKEF. We were able to cover a nine-year facility for their buyer to finance the contract, significantly boosting CDE's turnover and supporting jobs at the company.



## **CDE Global first to access UKEF Standard Buyer Loan Guarantee**





# General Export Facility

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Provides partial guarantees to banks to help UK exporters gain access to trade finance facilities.

- Can support bank facilities valued **below £25 million**
  - Does not need to be linked to a specific export contract
  - Guarantees up to 80% of the lender's risk
  - Maximum guarantee cover period of 5 years
  - Accessed directly through participating banks
- 



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**Wrightbus secures £26m UK Export  
Finance support.**

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# Northern Ireland-based Circular Group used the General Export Facility from UK Export Finance to secure a major £4 million competitive contract

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- The finance from UK Export Finance and HSBC UK helped them secure a £4 million contract, beating off competition from larger, more established businesses.
- The Northern Irish start-up is now looking to expand to new markets in North America, Europe and Asia, with exports expected to soar to 75% over the next 36 months.
- Circular Group's wet processing systems are environmentally friendly, maximising natural resources such as natural sand and aggregates – helping to extend reserves of this finite material for future generations



  
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Finance



# Export Finance

Unsecured working capital  
for exporting businesses



UK Export  
Finance

Lending

- Borrow from £26,000 to £300k
- Secured and unsecured options available
- Provides working capital to support UK exporters
  - Fast & Flexible cashflow support to aid international sales
- Quick and easy, with rates from 1.6% per month
  - Ideal as a standalone facility or can complement existing credit lines
- Terms of up to 12 months
  - Can be drawn in full or in parts as cashflow demands





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# Export Insurance Policy

Cover against non-payment by the buyer, and against not being able to recover costs of performing a contract because of certain events causing its termination.

- Covers up to 95% of the contract value
- Cover against:
  - Insolvency of the buyer
  - Buyer's failure to pay
  - Political or economic events outside the UK
- Apply by contacting UKEF directly or through a broker







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Finance

# Supplier fairs

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- Connecting UK businesses with overseas buyers and international projects
- Project information and one-to-one meetings with buyer representatives
- UKEF support available for UK suppliers

**ENKA**

مصفاة الدقم  
DUQM REFINERY

**Progress Rail**  
A Caterpillar Company

بابكو  
Bapco

EAST AFRICAN  
CRUDE OIL  
PIPELINE



**ACC**  
ARABIAN CONSTRUCTION CO.



**ORASCOM**  
CONSTRUCTION

Maire  
Tecnimont

**CONTRACTA**

**ASGC**

GE Healthcare

**CARBON**  
HOLDINGS

**VAMED**  
health. care. vitality.



Lagan will carry out work on Uganda's Kampala Industrial and Business Park with close to £185m of UKEF support, including upgrades to roads, water supply and telecoms.



UK Export Finance (UKEF) is providing a Northern Ireland-based bus manufacturer with an 80% guarantee on its major financing deal from Barclays.

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Finance





**Thank you.**



# Export Support Service – International Markets



**DBT's Export Support Service (ESS)** offers vital support in the UK and in markets around the globe for UK businesses who want to sell to the world.

Services within the ESS

**International Trade Advisory Service**  
(one-to-one)

**Export Academy**  
(one-to-many)

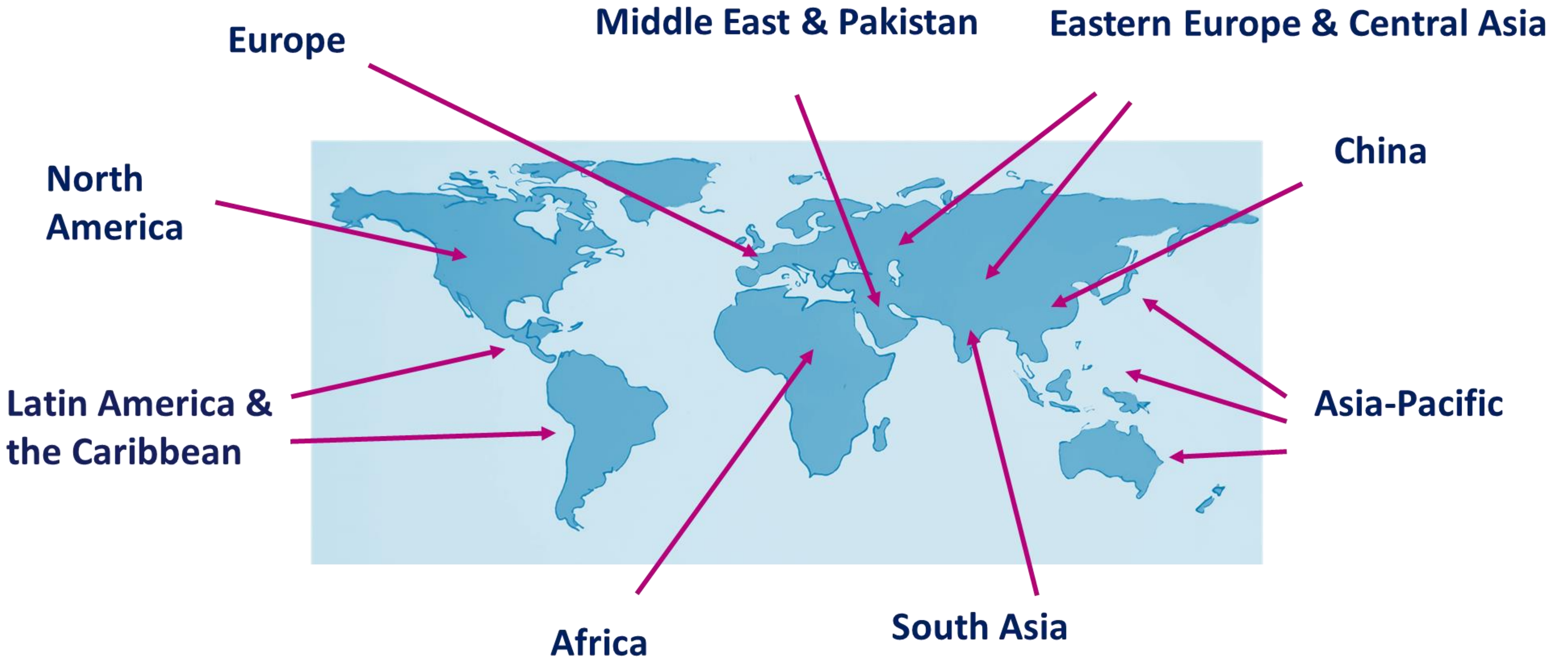
**International Markets**  
(one-to-one)

**Service Delivery Centre**  
(triage/enquiry)

**Universal Digital Offer**  
(self-serve)

**Nations SME Export Support Offer**







# Who We Are

AMERICAS  
SHOWCASE  
2023

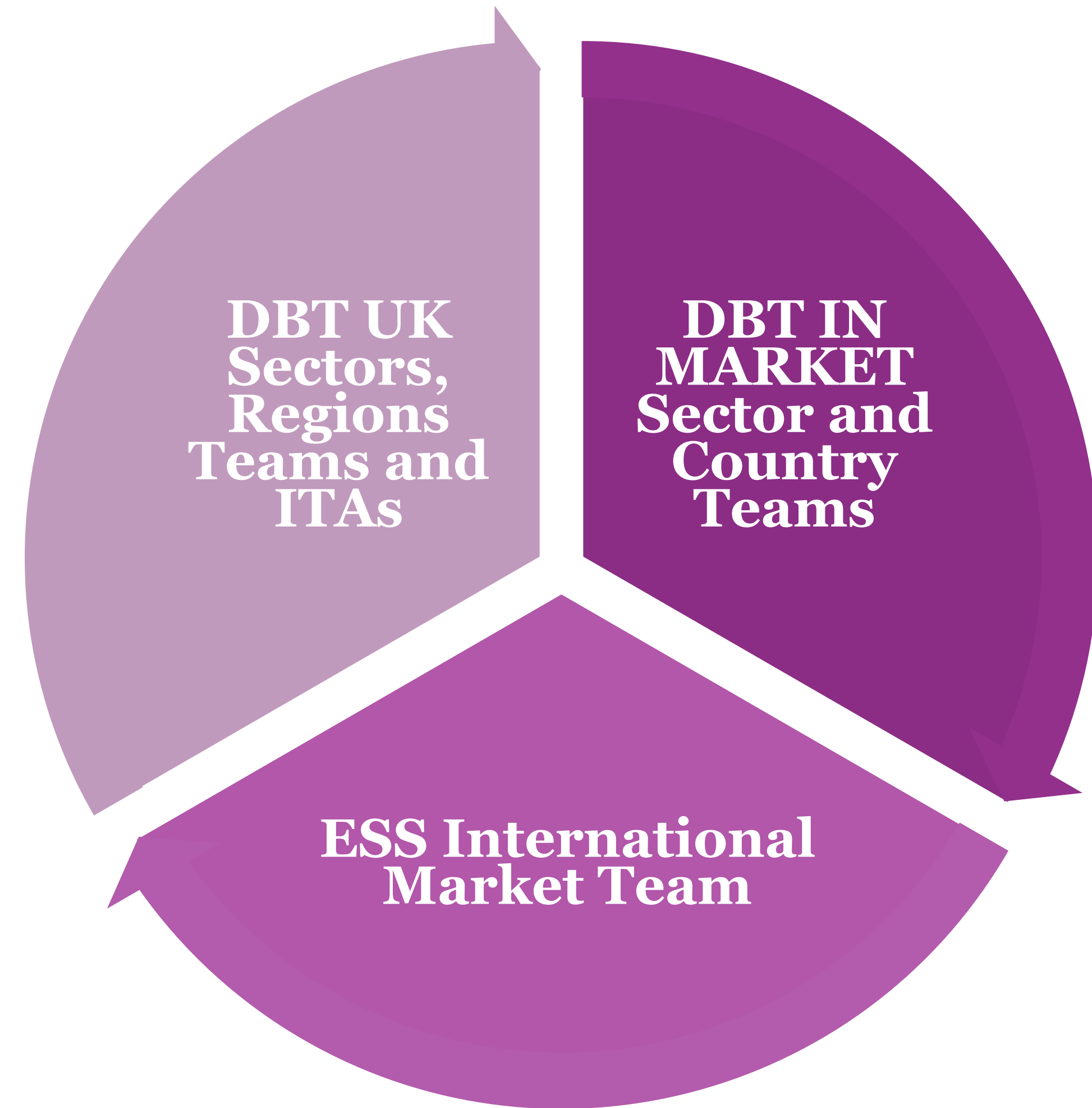
- Regional
- First point of contact
- Multisector
- SMEs
- Complement and enhance





# DBT Export Support Model

*\***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.*







Department for  
Business & Trade

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**AMERICAS  
SHOWCASE  
2023**

# Case Studies: Successes from International Market Teams



Nebraska Villapol  
Head of the LATAC International  
Market Team



# Where We Are



**Abril Ramos**  
Mexico City



**Pamela Esquivel**  
San Jose



**Nebraska Villapol**  
Buenos Aires



**Kysha-Lee Wheeler**  
Kingston



**Lucia Rojas**  
Bogota



**Giulia Menegasso**  
São Paulo

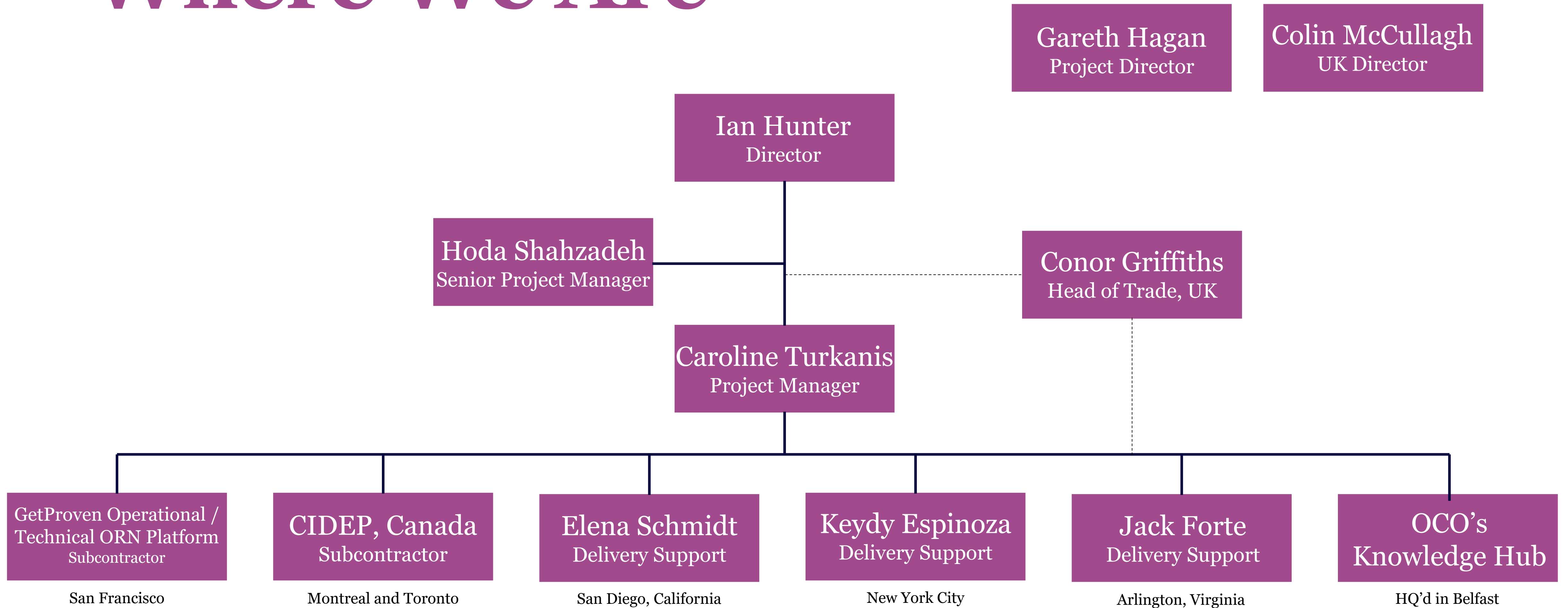


**Helena Barzel**  
São Paulo





# Where We Are





# 1

## Market/sector information and identification of stakeholders

### THE COMPANY:

- **Request:** interested in expanding their customer base in Colombia
- **Sector:** Agriculture and horticulture
- **Region:** Scotland
- **Turnover:** £360 K

### WE:

- Prepared a market report.
- Made introductions to relevant stakeholders.

£ 2,850,000 EXPORT WIN



# 2

## Market/sector information and identification of stakeholders

### THE COMPANY:

- **Request:** equestrian products and leisure ware company interested in expanding their presence in the USA
- **Sector:** Consumer and Retail
- **Region:** West Midlands
- **Turnover:** £29 M

### WE:

- Gathered information on relevant trade shows and sample retailers.
- Made introductions to potential buyers.

£ 37,800,000 EXPORT WIN



## THE COMPANY:

- **Request:** blister prevention pads company, present in the USA but wanted to expand to Canada
- **Sector:** Healthcare
- **Region:** North-West of England
- **Turnover:** £73,8 K

## WE:

- Collected information on trade shows and professional organisations.
- Introduced to a relevant Association.

£ 73,800 EXPORT WIN



## THE COMPANY:

- **Request:** cosmetics company interested in raising awareness of their brand in LATAC
- **Sector:** Consumer and Retail
- **Region:** London
- **Turnover:** £17 M

## WE:

- Introduced them to colleagues in Argentina, Colombia, Costa Rica, and Paraguay.
- Helped organise launch parties.

SUCCESSFUL LAUNCH IN  
ARGENTINA



# Connection to External Providers

## THE COMPANY:

- **Request:** coir substrates company interested in registering subsidiaries in Peru and Mexico
- **Sector:** Agriculture and horticulture
- **Region:** North-West England
- **Turnover:** £16 M

## WE:

- Introduced the company to an External Provider
- Introduced to local colleagues (NPH and Agri in Brazil)

£ 33,400,000 and  
£ 25,900,000 EXPORT WINS



# Connection to External Providers

## THE COMPANY:

- **Request:** sourcing of wool and textiles company, wanting support in searching for a new provider in the USA.
- **Sector:** Consumer and Retail
- **Region:** East Midlands
- **Turnover:** £9,5 M

## WE:

- Searched for possible new providers.
- Provided introductions to the possible partners.

£ 17,500,000 EXPORT WIN



# Support in markets without DBT presence

## THE COMPANY:

- **Request:** offshore wind company needing support do address issues regarding sanctions in Venezuela
- **Sector:** Energy
- **Region:** East of England
- **Turnover:** £11 M

## WE:

- Explained the nature of the sanctions.
- Offered market advice and contacts.
- Introduced to the Embassy in Caracas.

£ 247,715 EXPORT WIN



# AMERICAS SHOWCASE 2023

Thank you

Gracias

Obrigada

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