



**Rodney Economic  
Development Trust**

## **Calling all Kiwi Companies – UKTI Launches the UK Market Entry Business Competition**



UK Trade & Investment's UK-Market Entry (UK-ME) business competition has been launched to find and assist companies ready to do business in the UK. UK-ME is supported by New Zealand Trade & Enterprise, HSBC and Oury Clark.

For more information about UK-ME, go to <http://www.ukmenz.co.uk/>.

### **UK TRADE & INVESTMENT (UKTI)**

UKTI is the UK Government's trade development organisation with a global network of offices. UKTI services include trade development and promotion work for UK and foreign companies. UKTI's Auckland office provides commercial support and advice to New Zealand companies focussed on the UK market.

### **HOW TO ENTER**

Companies need to register their interest online by **Friday 10<sup>th</sup> September**.

Companies then submit a 2-3 page executive summary outlining plans for UK market entry by **Friday 15<sup>th</sup> October**.

Winners will be announced early November 2010. Companies must be New Zealand registered and have minimum 50% New Zealand ownership

### **PRIZE PACKAGE**

The UK-ME competition provides New Zealand companies the chance to win business support packages worth up to \$50,000. These packages include:

- Complimentary return airfares to the UK
- Meetings with potential business partners, contacts and networks
- Free PAYE, VAT & Company registration and immigration assistance
- Ongoing UKTI & NZTE in-market support

### **NETWORKING OPPORTUNITIES**

Launch events will be held in Christchurch, Wellington and Auckland in September. Speakers will include the British High Commissioner Mr. George Fergusson, and exporters like John Heng, former CEO of Click Clack Ltd. Guests will hear from New Zealand companies who have "been there, done that", and entrants will be given a detailed description of the information required for the executive summary. Check <http://www.ukmenz.co.uk/UK%20Market%20Entry%20Event%20One%20Programme.html> for speaker and venue details as they are confirmed.

## **CASE STUDY: TRADEMOBILE**

In 2009, kiwi company TradeMobile received assistance from UKTI to move into the UK market. Previously NZ-based, Trade Mobile relocated its operations to London to take advantage of the sophisticated UK mobile market.

Jen Porter, Founder of TradeMobile Ltd, said "UKTI was instrumental in introducing us to the former Minister of Trade & Industry, Lord Digby Jones, who is now Chairman of TradeMobile. UKTI's involvement means we're now enjoying rapid expansion in the UK market".

## **COMPETITION CATEGORIES**

**UK Expansion:** companies with annual revenues exceeding NZD\$2million. Prizes include complimentary return airfares, introductions to UK businesses, free limited company, UK market assessment, a range of specialist advice, guidance on company structure, UK legal and tax matters, meetings with UK regional development agencies and PR coverage in the NZ media.

**UK Entrepreneur:** companies with annual revenues between NZD\$1000 and NZD\$2million. Prizes include complimentary return airfares, introductions to potential business partners, a range of specialist advice, guidance on company structure, UK legal and tax matters, meetings with UK regional development agencies and PR coverage in NZ media.

## **EVENTS (VENUES TBC)**

1. Launch events will be held:

Christchurch (21<sup>st</sup> September)

Wellington (22<sup>nd</sup> September)

Auckland (23<sup>rd</sup> September)

2. Regional finals will be held:

Christchurch (1<sup>st</sup> November)

Wellington (2<sup>nd</sup> November)

Auckland (3<sup>rd</sup> November)