

Accessing the UK Market

December 10th 2014, Nimbus Centre, CIT Campus



8.00-8.30	Registration	
8.30-8.40	Welcome & Opening Remarks	Paul Healy, Rubicon
8.40-9.10	Overview of export and investment opportunities in the UK : Focus on: <ul style="list-style-type: none">• ICT sector• Food & Drink sector	Paul Caplis, UKTI
9.10-9.40	Public Procurement in the UK	Toni Saraiva, EEN
9.40-10.00	UK Market Access Programme	James Blakemore, JMB Partnership
10.00-10.20	Coffee Break	
10.20-10.40	Enterprise Europe Network- Supports available to Irish companies	Katherine Fitzpatrick, Cork Chamber of Commerce
10.40-11.00	TESLA Supports	Carole O'Leary, CIT & Sarah Kingston, JMB
11.00-11.20	10 Top tips for selling in the UK	James Blakemore, JMB Partnership
11.20-11.45	Case Study: Irish SME	Frank Madden, CREST Solutions
11.45-12.00	Q&A	
12.00-12.30	Lunch	
12.30-3.00	1:1 Sessions (pre-booking required)	Rubicon, EEN, TESLA, JMB
12.30-4.30	Workshop for Public Procurement (pre-booking required. max 15 participants)	Toni Saraiva, EEN



TESLA is a transnational innovation support project involving eight partners from six EU Member States. The overall objective of the project is to support the growth and development of early stage High Potential Start Up (HPSU) companies in Ireland, and is funded by the NWE Programme.

CIT is involved in 2 actions directly relevant and beneficial to SMEs in the region: Internationalisation and New Product Design and Development. Internationalisation aims to provide market entry experts in a number of countries. Companies can attend workshops and seminars and will also have the opportunity to discuss issues or opportunities with these experts on a one to one basis. Market research and key client identification and targeting are also covered under this initiative.

The New Product Design and Development initiative is aimed at providing a comprehensive programme of supports on new product design and development to early stage technology based enterprises.

The **Rubicon Centre** is Ireland's leading business innovation hub located on the Cork Institute of Technology campus. Home to 60 knowledge based companies at different stages of development: from concept stage to completing their first customer orders or trading on the International Market. A number of entrepreneurship training programmes are run from the Centre, New Frontiers which provides a suite of supports to start-up businesses including a €15,000 tax free grant, 2 female entrepreneurship programmes, PINC and Exxcel and a student accelerator programme Student Inc.

Toni Saraiva (Enterprise Europe Network Public Procurement Expert) has over 10 years' experience in dealing with companies looking for partners, funding or contracts in the EU. He has been working during that time for a small business who won a contract with the European Commission to deliver internationalisation support services. Toni's specialisation over the years has been on assisting companies in understanding and accessing public sector contracts. He has spoken at over 300 workshops and seminars all over Europe and further afield.

The **Enterprise Europe Network** is a unique network, part-funded by the European Commission, and made up of over 600 business support organisations in more than 50 countries worldwide. The Network was established to assist SMEs to identify business, research, technology and innovation opportunities and partnerships in the EU and beyond. Your local contact point can: help you to understand EU funding programmes and research new markets; give you access to a database of over 25,000 business partnership opportunities; assist you to participate in trade missions and trade shows; answer your queries on EU issues and feed your comments on public consultations back to the European Commission. For more information on the Enterprise Europe Network in Ireland, see www.een-ireland.ie.

The **JMB Partnership** is a UK Sales & Marketing consultancy specialising in helping companies increase sales revenue in new and existing markets through strategic sales, lead generation and marketing activity. As a UKMAP Partner JMB has worked with over 400 international companies helping them achieve success. James Blakemore MD of the company has spoken at over 50 international events on how to sell in the UK market with his presentation on "10 top tips for selling in the UK".

Headquartered in Cork, Ireland **Crest Solutions** is an industry leader in the provision of machine vision solution systems to highly regulated, high-volume manufacturing and packaging environments. Currently they operate in the Pharmaceutical, Medical Device and Food & Beverage industries with operations in Ireland, the UK and Belgium. Crest Solutions enables companies to fundamentally improve their packaging, automation and traceability activities, while supporting compliance with industry regulations. Crest Solutions adheres to strict internal and recognised standards when developing and delivering systems, including GAMP5, ISO and GS1.

UK Trade & Investment is the government's business support agency that helps British companies export into the Irish Market and to provide help and support to Irish companies to set up and grow in the UK. Through its Investment Services Team structure (IST), **UKTI** provides an end-to-end service for all potential and existing investors in the UK. Our service is completely bespoke and tailored to you to help you with your international growth ambitions. The Investment Services Team will actively engage with your company, offering a single-point of contact around policy and business issues, connecting you into a larger network of international business support. Our dedicated team works across all sectors, in conjunction with UKTI colleagues around the globe.