



EXPORT NORTHERN IRELAND 2016

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UK Export
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"UK Export Finance helped lay the foundations for our global growth"

Heather Wells, Group Finance Director of BDP

When an opportunity arose in the Middle East, UK Export Finance worked with BDP's bank to help them access the finance required. BDP provides expert architectural, design and engineering services to clients all over the world.

To see how UK Export Finance can help you achieve overseas growth, visit: gov.uk/making-exports-happen



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EXPORTING
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FOREWARD

GLOBAL CONNECTIONS
TO HELP YOU GROW

Andrew Fraser, Santander Business Development Director for Northern Ireland, explains how SMEs could expand their horizon with the bank's support

Santander is looking to support SMEs that have ambition. In 2011 we launched our Breakthrough programme which is designed to support fast-growth SMEs with capital funding and a raft of other support services.

Over the last four years we have been working to develop that proposition.

Not all ambitious SMEs are fast-growth, so we have designed a programme that will support them, ranging from financial to non-financial services.

Our Breakthrough Programme has five pillars which look to support SMEs at each stage of their commercial journey.

As a Bank we have gone through that start up and growth-phase ourselves, so we understand what SMEs are going through.

Breakthrough Knowledge is an opportunity for any business with ambition to work with people who have achieved accelerated growth and unlocked potential in their businesses. A key part of our support under this pillar are our masterclasses with iconic businesses such as Google and Saatchi Madius.

Breakthrough Talent aims to let SMEs have the opportunity to build the talented workforce they need to take their businesses forwards. This is done through an internship programme where we will aim to put 2,000 interns from UK universities into SMEs around the country. We have also teamed up with Peninsula which provides a wrap-around HR advice service.

Breakthrough Connections brings together like-minded SMEs who will be able to support, debate and inspire each other via online communities and through a series of local workshops.

Breakthrough Finance is a package of growth capital support which is innovatively tailored and sits alongside traditional banking providing customers with individual packages unique to their own growth cycle.

Finally, Breakthrough International aims to support 5,000 SMEs to expand internationally. From an international perspective new markets not only provide ambitious SMEs opportunity for further growth, but a global spread can also



protect against the economic cycles of individual countries that they are operating within.

Santander runs trade missions where companies looking to move into new markets can meet potential suppliers and partners. Over the past 18 months Santander has run trade missions to the US, Mexico, Brazil and the UAE.

In addition, we have the Santander Trade Portal, which allows a company wanting to trade overseas to have an understanding of who they need to contact, how they can connect with these new customers and where the opportunities are. This is done through providing guides on local culture, currencies, duties and tariffs. It tells would-be exporters who is importing their products and provides with names and contact number details.

Santander has a Trade Club which is an online community of Santander customers, and links companies in the UK with companies overseas who are looking to do business together within the Santander global network. So potentially a UK company could connect with five million SMEs and corporates around the world.

Through the Trade Club we have run accreditation with International Chamber of Commerce that offers any registered company the opportunity to undertake a

40 hours of international trade training for two of its employees.

In addition we run virtual trading missions where people can learn more about the trading environment in a particular country. In conjunction with this Santander operates a personalised passport service designed for companies with subsidiaries where Santander has a presence and customers with international activity or large growth potential. This allows them access to a local relationship director who speaks the language, can set up accounts, make connections with third parties and facilitate an agile response to credit requests taking in to consideration the clients relationship with the wider group.

This is underpinned by Santander's International Desk which has experts who understand local markets and are able to provide insight on regulation and the legal aspects of operating in a particular country.

As a Bank we aim to take away the export fear factor by bringing local companies together and so present ways in which businesses can grow and exploit opportunities beyond local markets.

All of which allows companies which have only operated in a local economy to be able to take their product abroad in the knowledge that Santander will support them.

Published by

The Wordworks Partnership
(Limited)

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MAKING EXPORTS HAPPEN



UK Export
Finance

A world of opportunity awaits and overseas trade holds the key to growth for many firms in Northern Ireland as they look to take advantage of a recovering global economy.

Export activity must be financed however, which can prove challenging for companies of all sizes. So when you find that overseas buyers need your expertise, you may need ours.

For a growing number of businesses in Northern Ireland, help is provided by UK Export Finance (UKEF), a government department and the UK's export credit agency.

Our products are designed to tackle the most common financial barriers to exporting relating to access to working capital, risk of non-payment and availability of funding for overseas buyers.

We work to bridge gaps in the market, helping companies of all sizes to access finance and export-related risk insurance by complementing – not competing with – what is on offer from the banks and credit insurance brokers.

Success Stories

We have supported a variety of Northern Ireland-based exporters in recent years, some of which are featured in this publication.

CIGA Healthcare, based in Ballymena, make rapid self-diagnostic kits. They were able to use our export insurance policy to protect their business when they won a large new contract in South Africa and were unable to secure the right cover from a commercial insurer.

Environmental Marketing Solutions, who design and manufacture recycling equipment, benefited from our bond support scheme and advisory service for exports to the Middle East.

McAdam Design has a commitment for insurance cover for a project in Ghana. And **Unicorn Mouldings** is now selling its floor tiles in UAE with our support.

Over the past five years, we have provided a total of £17 billion worth of support for exports across the UK as a whole, helping more than 300 customers directly, with many thousands more benefiting through export supply chains.



Our Support

Types of support that we can offer include Government guarantees to banks providing exporters with bonding lines for advance payment, performance and other bonds, as well as letter of credit and export working capital facilities.

The Government's export schemes help release working capital to exporters, so that they can take on and complete individual export contracts. We can also provide insurance against non-payment of sums due or a bond being unfairly called.

On the buyer side, UKEF can offer guarantees to banks providing loans or finance to overseas buyers of UK exports. Through our Direct Lending Facility, we can also provide loans to overseas buyers directly.

UKEF is also exploring ways to use a range of new powers to help exporters, working with the British Business Bank to review the export finance challenges facing SMEs.

The new powers allow us to support exporters with guarantees of general facilities, not just those relating to specific export contracts.

We will also be able to support exports of "intangibles" such as intellectual property rights, software licences and broadcasting rights and an important development is the ability to support suppliers and sub-contractors for export orders.

Our role is to support exporters in the increasingly complex and challenging

conditions of modern global trade finance.

We aim to respond to changing market conditions, and we will work with exporters in Northern Ireland to ensure they have the export finance and insurance they need.



Elizabeth McCrory, Export Finance Advisor, Northern Ireland

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My breakthrough moment? Getting the support to take my business overseas

Alex Trimnell, MD, Muc-Off



"For a small business, we've always had big ambitions. That's why we're working with Santander. They helped us find the right people in the right markets, which gave us confidence to expand our business in Germany and the US. Now we're working with local distributors and we've just hired our first employee in Germany."

To see how we could help your business break through internationally, visit santander.co.uk/international

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Santander

Full access to the Trade Portal is available to Santander Corporate & Commercial customers. If you are not a Santander Corporate & Commercial customer, then some parts of the site will be restricted.

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Case study: CIGA Healthcare

CONFIDENCE TO GROW

An export insurance policy from UK Export Finance gave a Northern Ireland-based health company the confidence to forge ahead with its first sales to South Africa.

CIGA Healthcare – based in Ballymena – was founded in 2005. It is a family-run healthcare products firm making rapid self-diagnostic kits for pregnancy, cholesterol, diabetes, temperature and heart monitoring.

Exports have been central to the company's success and expansion.

It employs more than 20 staff and sells to more than 70 countries worldwide, leading developments in the over-the-counter, professional and veterinary markets.

In 2014 the company negotiated the opportunity to sign a major new contract in South Africa covering the entire span of its medical diagnostic equipment.

As this was a new and unknown market to the firm, however, it raised elements of uncertainty.

"The contract was worth around US\$47,000, which was large enough to make us take a second look at the payment risks," says Neill Armstrong, Director, CIGA Healthcare. "We usually ask for 100 per cent pre-payment, but we had to make an exception in this case, to be competitive."

Bridging the gap

The firm then looked for insurance to lessen the risk, but could not find appropriate commercial cover.

"We looked at private market cover but it was not the right fit for us in areas such as the trend to tie in clients to all of their turnover," Neill says.

"So we turned to UK Export Finance (UKEF), with whom we had worked previously on other contracts."

The **UKEF Export Insurance Policy (EXIP)** insures a company against the risk of not being paid under an export contract, due to buyer default or political risks.

To be eligible for cover, the exporter must be carrying on business in the UK and must demonstrate the commercial market was unable to offer them suitable credit insurance – as was the case here, with CIGA Healthcare.

Once in place, the UKEF insurance policy enabled CIGA Healthcare to extend credit terms to the buyer, securing the business.

The company was then able to manufacture and ship its products to South Africa with the confidence that it would be paid.



"UKEF are there to help, and for the South Africa contract they were there at the right time in our contract negotiations, which was critical for us."

Neill Armstrong, Director, CIGA Healthcare

New story

Following successful completion of the work, the firm has also won new business in South Africa. "We secured another big contract afterwards, which has opened a whole new story for CIGA Healthcare," says Neill.

He anticipates that EXIP cover is set to figure again in the company's overseas expansion, this time in the Americas. "We are looking at UKEF single risk cover again, this time for a sale to Guatemala."

"UKEF are there to help, and for the South Africa contract they were there at the right time in our contract negotiations, which was critical for us."

"We reduce the financial risks of exporting, where the private market is unable to help. Our export insurance policy protects exporters against non-payment and political risk, allowing UK firms to trade with confidence in new overseas markets."

Elizabeth McCrory, EFA

Case study: EMS

HELP IN A COMPLEX MARKET

When Northern Ireland-based waste recycling equipment exporter EMS won its first Israeli contract, UK Export Finance was able to offer impartial guidance to facilitate bank finance.



“This contract is the first for EMS and we anticipate it will result in future business. This would not have been possible without UKEF support in helping us access what we needed on the private market.” Harry McCourt, Managing Director, EMS

Northern Ireland-based Environmental Marketing Solutions (EMS) was founded in 2006 to design and manufacture recycling equipment used to recover valuable products which would otherwise go to landfill.

Since then, the firm has expanded its business from County Tyrone across the UK and overseas, including to Ireland, other European nations, Africa, and the Middle East.

In the past, the company had made use of the Bond Support Scheme from UK Export Finance (UKEF), the UK's export credit agency, to support the issuing of bonds by the firm's bank to facilitate exports to Dubai.

International support

However, when in 2014 the company won its first contract to export equipment to Israel, UKEF was able to help in a different way: by providing information and advice to help it access finance from the private sector, without direct UKEF intervention.

Once the contract was agreed, the first point of call for EMS Managing Director Harry McCourt was Elizabeth McCrory, UKEF Export Finance Adviser (EFA) for

Northern Ireland and one of UKEF's national network of 24 EFAs.

The contract was worth US\$312,000 and after talking to Elizabeth, EMS requested a letter of credit (LC) from the buyer's bank to reduce the risk of non-payment.

“When the Israeli contract was agreed I contacted Elizabeth for advice and forwarded her the draft LC,” says Harry.

“Elizabeth highlighted a number of risks to consider in the wording, and after a period of negotiation, the newly-worded LC received approval from the buyer's bank.”

Here to help

The case is an example of how UKEF is able to offer impartial guidance to exporters about trade finance options. Often, EFAs are able to help an exporter obtain all the trade finance and insurance it needs from the private market, by signposting and explaining opportunities – this could be described as a “Private Market Assist”.

Where suitable private market options are not available, they can also explain how UK Export Finance products and services can help bridge the gap, and work with an exporter to prepare an application for whichever products or services they need.

Bright future

The Israeli contract was significant for EMS as it looks to reach new markets, says Harry McCourt.

“This contract is the first for EMS to the Israeli market and we anticipate when the equipment is delivered and in operation it will result in future business,” he says. “This would not have been possible without UKEF support in helping us access what we needed on the private market.”

“Some exporters may not realise UKEF can provide advice or information alongside our own financial or insurance products. Across all our work, we are focused on helping companies make the right choices and helping to make exports happen, in any way we can.”

Elizabeth McCrory, EFA

BORN GLOBAL: RISE OF MULTINATIONAL SME

By Colin McCullagh, Director, Trade services, OCO Global



Exporters are born, not made. That is today's reality. The internet has broken down borders and bred entrepreneurs. Products have been outshone by services.

Distribution means downloads as much as it does DHL. Social media fuels ideas, forges networks, globalizes trends. Today's SME is born to think global, not local. The world is their oyster. Easy, right?

Wrong. The changing landscape brings challenges as much as it does opportunity. Challenges that must be overcome by the entrepreneur and addressed by Economic Development organisations like Invest NI to drive export growth. Throw out the manual, the game has changed. Today's conundrum looks like this:

- More SMEs, more export markets, more aggressive targets achieved with less experienced exporters, less resources and less time
- Less physical barriers to internationalization but more intangible barriers including regulation, culture, language and time zones
- More global competition means

greater choice and less margin which means that companies and Economic development organizations cannot continue to play it safe in their backyard but rather take on the challenge of new 'enemies' in new territories.

So what's the answer?

- Companies must have a clear international growth strategy. They must prioritize markets and market entry strategies
- They must think global, but act local; they must define, build and communicate their unique competitive differentiation

The world may have gotten smaller but not less complex. Each country still has its unique challenges and succeeding in business necessitates understanding and adapting to these nuances.

OCO's team of trade specialists have helped hundreds of companies from across the UK and Ireland to expand successfully to Europe, the US, Asia and Latin America and have seen at first hand the positive benefits of internationalization for businesses which extend far beyond the revenue gain.

OCO Global is a leading specialist provider of Trade and Investment services including advisory services, corporate intelligence for FDI and export, trade mission support, lead generation, trends analysis and software solutions to support pipeline development.

Headquartered in Belfast, OCO has offices in leading markets globally including UK, Germany, France, Japan and the US. OCO's clients include leading national, state and regional economic development organizations such as Invest NI, UKTI and Enterprise Ireland as well as private companies seeking to enter new markets or grow their domestic base.

We provide services from market research to company representation across four continents in 14 countries on behalf of economic development organizations as well as direct to companies.

For further information on OCO's Global Trade Hub, email colin.mccullagh@ocoglobal.com

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BRITAIN & NORTHERN IRELAND

PROVIDING NORTHERN IRELAND FIRMS WITH OPTIONS FOR GROWING ABROAD

Simon Huntley and Andrew Fraser from Santander Corporate & Commercial talk to us about the support available to Northern Ireland businesses looking to take the first step towards trading internationally

The commercial rewards that businesses can reap by successfully taking their products and services beyond their domestic borders may be obvious, but the challenges they faced when seeking out international partners can seem more challenging.

In today's market, around two thirds of UK businesses are deterred from finding business partners abroad, typically due to fear of the unknown. But global expansion has never been easy.

After all, if a business owner overcomes the initial challenge of pinpointing the regions they should be moving into, there are a plethora of other factors to address: who should they approach and how can they approach them? What red tape and regulations are in their way and even if they get this far, how do they make it work longer term?

Simon Huntley, International Director for Northern Ireland at Santander Corporate & Commercial, says: "One of the biggest blocks to trading internationally is a lack of understanding

about how it is done and where the opportunities lie.

"Luckily there are many cost-effective and efficient ways to overcome this initial fear."

Santander has developed a strategy and is offering to support every UK SME looking to expand abroad. Huntley says: "Great businesses always have the potential to stretch far beyond their domestic market, but expanding overseas can understandably appear to be a minefield.

"Businesses need to work out which countries they should be focusing on and which partners. They want to know how do they connect with them and ultimately how do they execute a deal and grow further?"

But the every-increasing regulatory regions across the world, in such areas as compliance, can have a significant impact on businesses.

Factors such as transactional due diligence have risen markedly over recent years, resulting in a rigorous and often time-consuming process.

However, Santander's support for UK

companies helps business leaders with all the options and information they need to make this leap of faith to the next level.

Santandertrade.com is a one-stop portal which is available to all Santander Corporate and Commercial online banking customers.

It provides them with all the information they need when looking to expand internationally; ranging from where the opportunity is; who to contact and how to connect.

It also contains guides for international trade producers, such as local laws and cultures, as well as calculators to help with charges taxes and duties.

"If a business is looking to export to China, it will provide a business with valuable information it needs, including regulation costs, customs duty and, of course, who they could be potentially doing business with," says Huntley.

With this service, businesses can identify the regions and countries where there is a demand for their products.

It also provides specific potential client and supplier details and guidance on who to connect with them, how to complete a secure transaction and, finally, how to grow their presence in their chosen overseas market.

Andrew Fraser, Santander Business Development Director for Northern Ireland adds: "Using Santander's Trade Portal, businesses can quickly locate where the best international clients and trading partners are for their business.

"The platform is constantly updated and business can discover the top importers of the products they produce, as well as the fastest-growing markets."

Most important, it also allows clients to access a contact list including the names, addresses and phone numbers of the key importers of their products in key territories. In addition this, the service also contains specifics for any upcoming international trade fairs relevant to users' markets, allowing businesses to contact



Santander Breakthrough workshop, Belfast

“Our goal is simple. We want to work closely with our clients to understand what their needs are, We’re excited at Sanatander to be able to provide NI business leaders with all the options and assistance they need to facilitate their international expansion.”

John Carroll, head of International Business at Santander Corporate & Commercial



potential clients then follow-up at trade shows and exhibitions.

Beyond the portal itself, clients can also rely on the support of the Santander Group via its global network of 12,951 branches – more than any other international bank in the world.

The business is also actively expanding its network of alliance partners, with key UK trade corridors across the world.

In the United Arab Emirates, for example, Santander is working with Abu Dhabi Commercial Bank, the Corporate and SME banking expert of the region.

“Such associations allow us to facilitate trading transactions: help our clients connect through a joint trade mission and provide a wealth of local expertise,” says Huntley.

But the service is not just about exporting, it is about importing too, and

through the Santander Trade Club, the bank will be connecting Santander business clients, too.

As a major local player in 12 main markets, including Latin America, Spain and Poland, Santander will put together a community of businesses from across its markets to share their knowledge and expertise of entering new markets via virtual trade missions.

“In each of our key markets, we have an international desk coupled with local expertise,” says Walters.

“We have built a team with international expertise that supports their sectors specialising in trade and supply chain finance, international payments and FX”

John Carroll is head of International Business at Santander Corporate & Commercial in the UK and his aim is clear. “With Santander’s global footprint,

our ambition is to support clients who are looking for reassurance that they will be paid for their goods exported on time, to helping companies set up businesses in our specialist areas of Latin America and Central America, but also in our core UK trade corridors where we have alliances.

“Our goal is simple. We want to work closely with our clients to understand what their needs are, We’re excited at Sanatander to be able to provide UK business leaders with all the options and assistance they need to facilitate their international expansion.”

For more information on how Santander can help with your international expansions, visit santandercb.co.uk or contact simon.huntley@santander.co.uk



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CASE STUDY

ENVIRONMENTAL STREET FURNITURE CHARGES AHEAD WITH NEW EXPORT DEALS

Environmental Street Furniture (ESF), the Newtownabbey based supplier of street furniture and solar products, has recently secured two contracts to supply its products overseas with Invest Northern Ireland support.

ESF designs, sources and exports an innovative selection of exterior street furniture products and integrated solar solution and technology based solutions. The products are promoted through four distinct collections: Signature, Simplicity, Sustainable and Streetwise.

Street Charge is a part of the Signature collection and is an exciting solar powered, outdoor, public mobile phone charging station, originally designed in the USA and now available in the UK, Europe and the Middle East.

The first contract secured by ESF is to supply McDonalds Fast Food restaurants in Italy with its Street Charging units. The initial contract is worth over £20,000.

Following an Invest NI Trade Mission to the United Arab Emirates in 2015, the company has also secured an order to supply the Street Charge System to a new customer in Abu Dhabi. The contract is also estimated to be worth £20,000.

Invest NI's Executive Director of International Business, Bill Scott announced the new export deals: "Historically, we have supported Environmental Street Furniture's growth plans including assistance with recruiting additional staff, implementing its marketing strategy, and working with it to provide graduates with excellent development opportunities through the Export Sales & Marketing Academy. We have also arranged export focussed market visits in France, Germany and the United Arab Emirates.

"Significantly, both of these new deals were secured after the company participated on Invest NI Trade Missions which shows the value that

Northern Ireland businesses can take from trade missions and from working with us.

"I would also like to congratulate the company on winning the Innovative Sustainable Green Product of the Year Award for its Street Charge system in the Northern Ireland Electrical Awards 2015, and best start up business in the Ulster Bank 2015 business awards."

Alan Lowry, CEO and Managing Director of ESF said: "The Street Charge product is a revolutionary product with a very simple concept. It uses the sun's rays to charge internal batteries which in turn allows the public to charge all makes of mobile phones or tablets at the same speed as a wall socket.

"With the support of Invest NI we secured our first business in Azerbaijan earlier this year for the Baku European games, which gave us the skills and confidence to pursue further deals in new markets.

"We negotiated this new deal with McDonald's in Italy to supply and install two Street Charge units into McDonald's in Rho, Milan for the Expo Milano 2015. We also participated in an Invest NI trade mission earlier this year to the United Arab Emirates which gave us the opportunity to build a relationship with a new trading partner and make connections which have been instrumental in the recent growth of our business. This allowed us to secure an order to supply our Street Charge system to a company in Abu Dhabi.

"In order to develop and grow our business, we are currently developing a new more interactive product line using solar power for public outdoor technology hubs and illuminated litter bins. We are also reinvesting all our profits back into overseas promotions and are delighted that our products are now reaching a global audience. Hopefully the relationships we have built will help us to secure further orders in Europe and beyond."

www.investni.com



ESF Street Charge System, Yas Island, Abu Dhabi

CASE STUDY

INVEST NORTHERN IRELAND HELPS CREDIT MANAGEMENT COMPANY SECURE ITS FIRST DUBAI DEAL



DRA Credit Management Limited, based in Banbridge, won its first major contract in the United Arab Emirates with assistance from Invest Northern Ireland. The deal, estimated to be worth c.£600,000 over the next three years, was secured with one of Dubai's major banks.

The company provides bespoke credit control and debt recovery operations for companies. Invest NI offered the company £37,000 of support towards the creation of five new jobs and the development of a new website.

Bill Scott, Invest NI's Executive Director of International Business said: "Strong export sales are essential for growth, both for individual companies and for the economy as a whole, and it is immensely encouraging to see a small Northern Ireland company doing so well in an overseas market.

"DRA undertook extensive market research to pinpoint the right

organisations in the UAE market for its services and is an excellent example of a company that has been prepared to commit the time and resources to explore opportunities overseas.

"This deal will help to sustain its business into the future and Invest NI will continue to support the company as it works to add value to its business and explore new export opportunities" she added.

Invest NI provided the company with a range of support including support to further develop its systems which will allow it to better manage both its clients and its debt recovery process much more efficiently.

John Crothers, DRA Credit Management's Managing Director said: "Working with Invest NI provided us with the confidence and support we needed to enhance our export offering and break into this new market.

"The range of advice we have received,

in terms of exploiting new opportunities and market awareness, has allowed us to compete more effectively against our competitors and helped us to secure this vital deal.

"We look forward to working with Invest NI in the future to generate further business in key export markets, which we see as being fundamental to our longer term growth."

www.investni.com



CASE STUDY



Turnkey Waste Recycling Solutions

INVESTING FOR GROWTH

Northern Ireland based waste recycling equipment exporter, Environmental Marketing Solutions Ltd (EMS), was founded in 2006 to design and manufacture recycling equipment used to recover valuable waste by-products which would otherwise go to landfill.

Since then, the firm has expanded its business from County Tyrone across the UK and overseas, including to Ireland, other European nations, Africa, and the Middle East.

Having won their first Israeli contract, EMS needed the support of a bank in order to issue a guarantee against its customer's advanced payment upon contract sign-off.

The main difficulty faced by EMS was one of cash-flow. This was a sizeable project which required significant working capital investment that would ordinarily require traditional bank security.

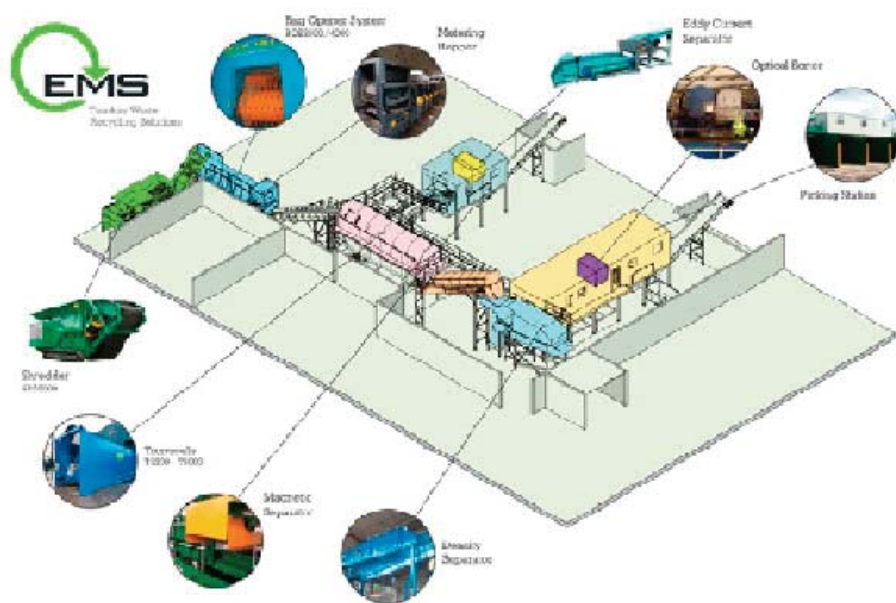
Santander, in partnership with UK Export Finance, was able to assist in funding this project without relying wholly on traditional security.

Santander was able to provide facilities to EMS that allowed it to issue an Advanced Payment Guarantee for the full amount of the up-front payment without the need for EMS to fully cover the Guarantee.

In addition and critically for this project, the funding package included working capital during the "build" cycle.

By seeking approval from UK Export Finance's Bond and Guarantee Support Scheme and its Export Working Capital Scheme, Santander was able to achieve 80 per cent support for the project.

Harry McCourt, EMS Managing Director commented, "Without the support offered by Santander who were willing and able to work with ourselves and UK Export Finance, we wouldn't have been able to take on this contract. This in turn would have meant that we wouldn't now be in the position to provide this customer with additional



lines and the increased revenue that this generates."

Jamie Foulkes, Relationship Director at Santander Corporate and Commercial stated, "As a business we were keen to support Harry, who is a global doyen in this market. By understanding the business needs of EMS, we were able to deliver an innovative solution that its existing bank wasn't able to offer."

Simon Huntley, International Director at Santander Corporate and Commercial Bank added, "Working with UK Export Finance enables Santander to assist Northern Ireland exporters in a way that many other banks can't.

"This has allowed us to not only win over EMS as a valued customer, but also ensures Santander's contribution to increasing UK exports through support for businesses like EMS."

Santander Corporate and Commercial provide innovative cash flow solutions for businesses that export.

**Simple Personal Fair
What a bank should be**



Santander

CORPORATE & COMMERCIAL

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KNOW YOUR BUSINESS; GROW YOUR BUSINESS



Sean Cavanagh, Des Kelly, Gerard Gildernew, Partners, CavanaghKelly

Once your business is established, and you are making a profit on the products and services you are offering to your customers, it's never too soon to start thinking about the future and how your business can begin to expand.

In the rapidly changing face of the world today, business owners must be innovative and proactive in developing their business, making sure their offering meets their customer needs whilst taking initiatives to maximise new opportunities.

Whilst a core direction for growth is increasing sales, it is also important to understand how to sustain and ultimately improve profitability.

As well as increasing the volume of sales to your current customers and earning new customers, other areas that

you can focus on for growth include:

- Improvement of existing products and services
- Development of new products and services
- Improving systems and processes
- Increasing employee numbers and up-skilling existing employees
- Seeking funding for investment
- Looking at alternative channels and markets to sell your product and service

Our experienced team can help you to evaluate your business, looking at the strengths, weaknesses, opportunities and threats. Using our business health check model we can work with you to examine all areas of your business, present our findings and work with you and your team to implement our recommendations.

CavanaghKelly is one of Northern Ireland's leading Professional Advisory Firms.

With a heritage dating back 25 years, we have developed a strong reputation and track record for our work in Advisory, Accounts & Audit and Tax.

From our offices in Dungannon, Belfast, Enniskillen and Omagh, we advise a large number of clients across a range of sectors throughout Northern Ireland and beyond.

For more information, contact:
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ACCESS TO FINANCE

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When considering the finance options available for your business it's important to ask yourself the following questions:

- How much finance support do you need?
- How long do you need it for?
- Do you have a business plan in place?

A business plan is essential. It should be concise and to the point and needs to clearly demonstrate:

- An understanding of milestones and break points
- A clear definition of the project being prepared
- The project costs and risks
- A working finance model

There are currently a number of routes available when it comes to accessing finance:

Bank & Finance remains the primary source of funding followed closely by economic development and financial assistance programmes from government organisations and local and district council areas.

There are a number of private investment routes such as private equity

investment, business angels and venture capital. These are gaining more prominence in the Northern Ireland market and there are a number of options now available.

Profit retention and loss relief can also present an option for companies to get cash injection back into the business. There are often core qualifying criteria in terms of eligibility, however our team can work with you to assess what areas of profit retention or loss relief schemes you may be eligible for.



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RESEARCH AND DEVELOPMENT (R&D) TAX RELIEFS

R&D TAX RELIEFS ARE DESIGNED TO LEAD TO GREATER INVESTMENT AND INNOVATION IN THE ECONOMY. AS SUCH R&D HAS BECOME A MAJOR BUZZ PHRASE THROUGHOUT NORTHERN IRELAND.

There are very generous tax reliefs available for R&D expenditure. However, our experience has shown that many companies are unaware that they are eligible and therefore are not claiming their full tax reliefs.

R&D expenditure can be divided into two types

Product Development: where your company has invested time and materials into the development of a new or significantly improved product. This can range from a food producer adapting a recipe so it has a longer shelf life or a distributor improving its packaging to make it stronger and reduce damage to the product during transportation, allowing higher quantities to be distributed in bulk.

Examples of Product Development

Food producer adapted a product to allow it to maintain a good shelf life when exposed to different environments without impacting flavour.

Manufacturing company developed a new attachment to a piece of their machinery to minimise the difficulties customers were facing when using their machinery.

Process Development: where your company has developed a new or improved approach to how you carry out your operations, or represents a solution to a problem which you previously could not overcome. For example, a manufacturer changing their processes to increase efficiencies and reduce downtime.

From experience, process development expenditure is more often than not where a company has demonstrated the innovation but is not aware of it, doesn't make the claim and therefore loses out on the relief.

It is important that as you develop and grow your business, you recognise the areas that may be eligible for additional tax relief. Getting back investment through tax reliefs can bring a welcome



cash injection.

The important thing to remember is that it doesn't have to be something revolutionary – if you are making some type of development that is making something better, faster, cheaper, more efficient then your project may qualify.

Talk to our team for a free initial consultation and we can work with you to see if you are eligible to make a successful claim.

Examples of Process Development

Food producer changed their manufacturing process by combining processes to increase efficiencies and reduce downtime.

Packaging company made its manufacturing process more efficient by using a different mix of materials thus reducing production costs without impacting on the strength of the final product.



For further information, contact :
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SECURING FUNDING

Regardless of client size and the sector you operate in, our focus is the same – we want to know you and your business. We will work with you to understand your specific business needs and tailor our offering, allowing us to deliver an honest and valuable service that will help your business to thrive.

We actively support and encourage our clients to grow and develop their business. There are a wide range of sources of funding such as crowd funding, venture capital support. We have a dedicated team with knowledge of the funding opportunities both local and export and can work with you to identify those sources you may be eligible for and how you can access them. Our team can help you to identify the sources of funding available to help your business grow, develop new products and services, explore new markets and improve performance.

We have worked with clients from a wide range of sectors to identify and secure funding, raising substantial new funding for the last 18 months for businesses across a range of sectors including but not limited to:

- Agri-food
- Manufacturing & Engineering
- Start-ups

Identifying and choosing the right source of funding can at times be daunting and a tricky process. The application process can be long with a high investment of time and resources to convince the awarding body that you are the worthy recipient and ultimately secure the funding.

Our team at Cavanagh Kelly can help you through this process.

Regardless of the type of funding that you are applying for, when preparing and submitting an application there are key factors to take into consideration:

- ▶ Ensure your application meets the goals and requirements of the funding organisation. It is important when submitting an application that you clearly state why you are seeking funding and how it meets the objectives of the funding organisation.
- ▶ Ensure that the objectives of your proposal are realistic and feasible.
- ▶ Make sure your application is clear, easy to read and understood by all, with



any technical language used only when necessary and clearly explained.

- ▶ If something is not clear, seek further advice. If you have questions or queries it is always better to contact the organisers and discuss your project. This can ultimately save a lot of time and effort, particularly if you fail to meet the specified requirements, as applying will be time wasted.
- ▶ Take time to read and fully understand the finance product being offered and consider its suitability for your business.
- ▶ Consider your long term plan for you and your business.

Ultimately there is no one size fits all in making an application for funding but by keeping a few aspects in mind may help to increase your chances of success:

- ▶ Clearly demonstrate the need for your project or business proposition
- ▶ Clearly demonstrate that your project or business proposition is well planned
- ▶ Ensure that your project or business proposition has been accurately costed
- ▶ Demonstrate good management skills
- ▶ Clearly demonstrate your purpose and how your project or business proposition is going to make a difference.

If you are considering seeking funding and would like to know more about the options available and making the application, our team can help.



For further information, contact :
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CavanaghKelly

Maximising Performance

We prepare you for the long road.

In today's world, tomorrow is too late to discover how your business is performing. We can help you to know your business as it grows. We will implement solid financial management reporting systems to allow you to see how your business is performing in real time.

Job costing, divisional reporting and regular KPIs across all areas of the business will help you to better understand your performance. Strong performance can be scaled up. Poor performance can be attended to. Ultimately there are no surprises at the end of the year. We provide the information you need to drive performance, when you need it.

CavanaghKelly  Instinctively Progressive

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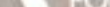
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