**International Trade Support Available Across the Midlands for Businesses**

***INCLUDES:***

**Core DIT support**; 50 International Trade Advisers across the Midlands, (6 in Stoke-on-Trent & Staffordshire) including specialists in Digital, Communications & Culture and Complex Routes to Market. Providing client account management and support which includes an Export Health Check/Diagnostic and the development of an Export Plan / Strategy, with ongoing support via DIT and other brokered support assist companies to achieve this.

**Midlands Engine**; providing five planned Missions, six Expos and three Meet the Buyer events in 2020.

**ERDF Enhanced Export Growth project**; providing supplementary activities to enhance DIT Core support by funding: three Channel Managers working directly with Growth Hubs to support Micro and Small, novice and non exporter businesses, UK Meet the Buyer and Export Insight events and a series of workshops also aimed at supporting Micro and Small none exporter or novice exporter businesses in conjunction with the local DIT/Growth Hub teams.

**ERDF Internationalisation Fund**; providing grant funding to SMEs to support International Growth aspirations. Grants of between £1,000 and £9,000 are offered generally on a 50% intervention rate, 60% for SMEs in Stoke-on-Trent & Staffordshire.

***MARKETING***

All of this is supported by our regional telemarketing, lead generation and PR activities throughout the year, which is segmented to attract, engage and support businesses at three distinct stages of their export journey:

1. To encourage and empower SME (Small to Medium Enterprises) & MSB (Medium Sized Business) high potential non-exporting business to realise their potential and embark on their export journey
2. To address trade barriers, knowledge / skills gaps amongst lapsed exporters and connect them to DIT support in order to building on their confidence, driving strategic export growth within their organisation
3. To support current exporters to sustain existing exports whilst encouraging and supporting them to achieve additional growth

As well as seeking to amplify DIT messaging and local business awareness of our support services via partner organisations / intermediaries, other public bodies and professional bodies.

All of this is done s part of the local Midlands Chambers to ensure that the marketing is amplified and co-ordinated. The co-ordination of marketing is a new(ish) development from DIT in response to requests from Chambers and other delivery partners.

For details of seminars and missions available at [www.staffordshirechambers.co.uk](http://www.staffordshirechambers.co.uk) and <https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&> and  <https://www.great.gov.uk/>