

EXPORT ASSISTANCE APPLICATION

Participation on Invest NI Trade Mission



TRADE MISSION

Dubai & Kuwait - 24-28 September 2017 / Visit to Middle East Waste and Recycling Exhibition - 25-27 Sep 2017

PLEASE INDICATE WHICH EVENT YOU WISH TO APPLY FOR:

Kuwait & Dubai Trade Mission	
Waste and Recycling Exhibition	

CLOSING DATE FOR APPLICATIONS: MONDAY 17TH JULY 2017

FULLY COMPLETED APPLICATION FORMS TO BE RETURNED TO:

patrick.mcnally@investni.com
or post to:
Invest Northern Ireland
Trade Division
Bedford Square, Bedford Street
Belfast, BT2 7ES

TRADE MISSION MANAGER:

Pamela Dennison
pamela.dennison@investni.com
028 9069 8063

Export Assistance is open to Invest NI customers however is **not** available to companies visiting export markets to source components or finished products.

Please ensure that your answers are as complete as possible. Your completed application form will be assessed and scored to determine if you will be invited to participate on the trade mission (with associated financial assistance). **It is therefore in your best interests to fully answer all questions.** Where places on a mission are limited the highest scoring applicants will be awarded places first. You may have to alter the document's page breaks depending on the length of your answers.

Applications received after the closing date will not be considered.

When you have completed the application form please check the Authorisation box on the final page.

You can then submit the form in hard copy, or scan it and send via e-mail.

Please retain a copy for your own records. Invest NI will aim to notify applicants of its decision within two weeks of the closing date for applications

Please note that any expenditure incurred in advance of notification by Invest NI of Export Assistance will be deemed ineligible.

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Company Name	Enter the business name here
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Are you applying on behalf of a company representative intending to participate on this mission?	Yes or No
If “Yes” please complete the details immediately below. If “No” please proceed to Section A1.	
Name	Enter the name of person completing application if this is not the Mission Participant.
Company Name	Enter company name
Position	Enter position in company
Contact Details	T: Enter your telephone number here M: Enter your mobile number here E: Enter you email address here

A1 Mission Participant Details

Is the Mission Participant an employee of a NI based company?	Yes or No
Mission Participant	Enter the name of the mission participant
Participant’s Title	Enter the title of the mission participant (Mr/Miss/etc)
Position In Company	Enter the position in the company of the mission participant
Contact Details	A: Enter work address of mission participant T: Enter telephone number of mission participant M: Enter mobile number of mission participant E: Enter email address of mission participant O: Enter any other contact details (if applicable)

A visa may be required for certain countries and the application process will differ accordingly (e.g. online/in person/postal application). Some immigration authorities require a minimum of two consecutive blank pages to be available in your passport and for your passport to be valid for at least six months from the return date of travel. Please check now that you will not need to apply for a new passport as authorisation cannot be transferred between different passport numbers. If you are required to submit your passport as part of the visa application to an Embassy your passport will not generally be available for at least 5 working days and provisions for other travel arrangements should be considered as your passport will be unavailable within this time.

If a visa is required we will advise you of relevant visa agents on receipt of your application form and where applicable we will request your specific passport details to enable invitation letters to be issued.

It is the responsibility of the mission participant to ensure they have sufficient travel insurance and medical cover in place for the trade mission.

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A2 Company Information

Company Name	Enter the business name here	Year Established	yyyy
Trading As (if applicable)	If applicable enter a "Trading As" name here		
Company Address (inc Post Code)	Enter the full business address here, including post code. Your business must be based in Northern Ireland		
Website	Enter your web address here		
Facebook	Enter your Facebook page here		
Twitter Handle	If applicable enter you Twitter Handle here		
Legal Status (if Other please specify below)	Sole Trader <input type="checkbox"/>	Partnership <input type="checkbox"/>	Limited Company <input type="checkbox"/>
	Other <input type="checkbox"/> If "Other" please enter the business' legal status here		
Registration No (If applicable)	For limited companies enter the registration number here		
Current Employment	Enter current number of employees here		
Invest NI Client Executive	Please enter the name of your Invest NI Client Executive here		
Group Structure	Is your business part of a group? Enter Yes or No If Yes, please attach to this application group details including parent Company Registration Number, outline of organisation structure and group turnover & employment.		

A3 Company Background

Please provide a brief history of the business and its product/service offering.

Click here to enter text.

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A4 Financial Performance

Please complete the summary financial projections table below. The Base Year is your last complete financial year.

	Turnover	Gross Profit	Operating Profit ¹	Net Assets
Base Year	£xxx,xxx	£xxx,xxx	£xxx,xxx	£xxx,xxx
Projected Sales in 3 Years	£xxx,xxx			

A5 Geographic Sales Split

Please complete the table below detailing your geographic sales. In addition to sales in Northern Ireland, Great Britain and the Republic of Ireland you **must** include the sales by country to your top 3 markets at the Base Year (if applicable).

	Base Year	Base Year +1	Base Year +2	Base Year +3
Northern Ireland	£xxx,xxx	£xxx,xxx	£xxx,xxx	£xxx,xxx
Great Britain	£xxx,xxx	£xxx,xxx	£xxx,xxx	£xxx,xxx
Republic of Ireland	£xxx,xxx	£xxx,xxx	£xxx,xxx	£xxx,xxx
Specify country with highest sales	£xxx,xxx	£xxx,xxx	£xxx,xxx	£xxx,xxx
Specify country with second highest sale	£xxx,xxx	£xxx,xxx	£xxx,xxx	£xxx,xxx
Specify country with third highest sales	£xxx,xxx	£xxx,xxx	£xxx,xxx	£xxx,xxx
Total number of geographic export markets ² supplied/serviced by the business	Enter the total number of export markets supplied/serviced			

A6 Global Export Strategy

Please briefly outline your global export strategy. You should clearly articulate, for example, your target markets (new and existing); competitive advantage; market entry/expansion model; and, resources (human and financial) you are planning to commit over the coming years. Please also state any overseas employees your company has, or plans to have, in place

Click here to enter text.

¹ Earnings Before Interest, Tax, Depreciation and Amortisation (EBITDA)

² Export markets exclude Northern Ireland and Great Britain

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A7 Market Experience and Representation in Trade Mission Market/s

1. Have you ever sold your product(s) or service outside Northern Ireland?	Yes or No
2. Has a company representative previously visited the Trade Mission market/s for business purposes?	Yes or No

If you have entered "Yes" to Q2, please proceed to Section A8

If you have entered "No" to Q2, please proceed to Section A11

A8 Previous Visits to Trade Mission Market/s

Please list below the number of times a company representative has visited the trade mission market/s in the last three years together with the cities visited and state if Invest NI assistance was provided for the visit.

Month & Year (mm/yyyy)	Locations Visited	Assisted by Invest NI?
Enter the month and year of the visit	Enter the locations visited	Yes or No
Enter the month and year of the visit	Enter the locations visited	Yes or No
Enter the month and year of the visit	Enter the locations visited	Yes or No
Enter the month and year of the visit	Enter the locations visited	Yes or No

A9 Business Partners in Trade Mission Market/s

Please list below your business partners in the trade mission market/s (i.e. agents/distributors/etc)
(This information is not used as part of the scoring process)

Partner Name	Relationship (e.g. Agent/distributor)	Location
Enter your partner's name	Enter the type of relationship	Enter the location of the partner
Enter your partner's name	Enter the type of relationship	Enter the location of the partner
Enter your partner's name	Enter the type of relationship	Enter the location of the partner
Enter your partner's name	Enter the type of relationship	Enter the location of the partner
Enter your partner's name	Enter the type of relationship	Enter the location of the partner

A10 In-Market Company Personnel

Please provide details below of key company personnel located in the trade mission market/s or region (if applicable)
(This information is not used as part of the scoring process)

Name	Location	Email Address
Enter the name of key personnel.	Location of the personnel	Email address of personnel
Enter the name of key personnel.	Location of the personnel	Email address of personnel
Enter the name of key personnel.	Location of the personnel	Email address of personnel

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A11 Market Development

Please detail your market development strategy for the trade mission market/s being visited.

For companies currently exporting to the trade mission market/s this should include how you will service existing and new sales; develop sales channels; promote your product/s in market (including multi-lingual capability); and what resources (financial and human) you plan to allocate to successfully deliver your strategy.

If you have **NOT** previously visited the market or have not previously exported to the trade mission market/s please detail what market research you have undertaken to support your application for the trade mission. If applicable please clearly articulate your market entry and development strategy.

Click here to enter text.

A12 Current and Projected Sales to Trade Mission Market/s

Please provide your current and projected sales to the trade mission market/s

Country	Base Year Sales (£)	Base Year plus 3 Projected Sales (£)
Country	Base year sales	Base year sales +3
Country	Base year sales	Base year sales +3
Country	Base year sales	Base year sales +3

Please provide a brief commentary on the trends including key drivers for growth

Please provide a brief commentary on sales performance in these market/s

A13 Market Visit Objectives

Please clearly articulate your objectives for applying to participate on this mission (e.g. market research, partner identification, support existing partners etc)

Click here to enter text.

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A14 Impact and Economic Benefits of Invest NI Assistance

Please select the impact of Invest NI support and provide a rationale for your choice

Impact		Rationale
Export development would go ahead more slowly	<input type="checkbox"/>	Why will export development proceed slower without Invest NI assistance?
Certain markets would not be developed	<input type="checkbox"/>	Why and which export market will not be developed without Invest NI assistance?
Export development would not happen at all	<input type="checkbox"/>	Why will export development not happen without Invest NI assistance?
Invest NI support will have no impact on export development	<input type="checkbox"/>	Why will Invest NI assistance not impact on export development?

Please indicate how the delivery of your export strategy will result in any of the following economic benefits to Northern Ireland. (Please refer to Annex A for further guidance on wider and regional economic benefits. Not all of these will be applicable.)

Economic Benefit		How this will be delivered
Generation of additional sales outside Northern Ireland – Please specify what activities will be undertaken in NI and what products/services will be exported from NI.	<input type="checkbox"/>	Please comment on what sales will be generated outside the UK and Ireland by your company as a result of participation on this mission and clearly articulate what activities will be undertaken in Northern Ireland
Other(s) - please refer to Annex A	<input type="checkbox"/>	Please comment on any other economic benefits which may benefit the Northern Ireland economy.

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Supplementary Information

This information will be used for Trade Mission preparation and planning should your application be successful.

A15 Travel to locations other than the Trade Mission Centre/s

Mission participants are generally required to travel to the mission centre/s and stay in the mission hotel/s. If you plan to deviate from the mission itinerary please provide details below together with a rationale – this will be subject to approval from Invest NI.

Please provide any deviation from the mission itinerary together with a rationale

Additional support towards accommodation costs may be available for up to 4 days if you intend to travel to other locations for business development purpose before or after the mission dates. If you would like to apply for this additional support please provide details below together with a rationale. Invest NI will advise you if you if this additional support is approved.

If you wish to apply for up to 4 days additional accommodation support please provide details and a supporting rationale

A16 Trade Mission Brochure/Website

Invest NI may print a brochure for the mission or develop a mission web page. Please provide the following information for inclusion in the brochure/web page which Invest NI reserves the right to amend/edit for print production if required.

Please provide a succinct company background & product/service description (maximum 50 words each)	Please provide a passport size photograph of the mission participant in jpeg format.
Enter your company background here	
Enter your product/service overview here	

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A17 Press Coverage

Invest NI is keen to promote Northern Ireland company export success. Please detail below any recent sales or contracts secured which are relevant to the mission location/s and which you would be willing for Invest NI to use as publicity material. These should not already be in the public domain. Please also note any potential in-market press coverage opportunities (e.g. contract signings/official openings/etc)

Please provide details of potential press announcements here

A18 Market Research and Preparation

Do you require Invest NI to commission market research for this trade mission?

Enter Yes or No

As part of Invest NI's Trade Mission support for this Trade Mission, In-market RESEARCH will be offered to all participating companies. This support will focus on the identification of potential partners and arranging appointments with interested parties during the Trade Mission. This research will be undertaken by Invest NI's staff or business partners in the countries being visited and will require participating companies to provide a robust brief.

The cost to companies requiring market research in preparation for the Mission will be **£500** for companies visiting **one** location, and if applicable; **£750** for companies visiting **two** locations; and, **£1,000** for **three** locations. These costs are subject to VAT at the prevailing rate.

Companies visiting the market for the first time must commission in-market research to ensure a structured visit, and to receive the full financial assistance offered by Invest NI for the Mission. Companies returning to the market after an absence of 3 years may be required to commission in-market research.

If you do require market research Invest NI will provide further details of this subject to your application being successful.

Companies not requiring this service will be required to produce a full schedule of meetings to enable payment of any financial assistance.

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A19 De Minimis Aid

If you have been offered Government funded business support such as grants or subsidised consultancy from other Government Departments, Intertrade Ireland, Local Councils or any other source over the last 3 Fiscal (accounting) years this might impact on your eligibility to receive assistance as the Trade Solutions programme operates as 'de minimis' aid, under EC Regulation (EC) No 1407/2013 (*de minimis* aid).

The maximum amount of *de minimis* aid that a company³ can normally be offered within its current and 2 previous accounting years is €200,000 although sectoral restrictions apply to Fishery and Aquaculture (maximum €30,000); primary production of agricultural products (maximum €15,000); and road freight transport (maximum €100,000). Where an undertaking is part of a group of companies the *de minimis* limit applies to the combined Group within GB and NI and not individual companies within the Group. To allow us to determine whether awarding this grant will breach this limit, please complete the table below that details the date and value of any *de minimis* aid the company has received during its current and 2 previous accounting years. Where your company is part of a group of companies please complete the table for all group companies.

To assist you in determining the De Minimis support you have received in the last three accounting years, a list of Invest NI's De Minimis programmes is attached at Annex B along with the value of that support where applicable. Annex B applies to Invest NI support only.

Please note that it is your responsibility to check whether the support you have received was classed as De Minimis aid. If in doubt, please check with whoever provided you with the support.

Has your company or group received De Minimis aid in the last three fiscal years?			Enter Yes or No
If you have answered Yes to the question please complete the following table for your company, or, if you are part of a group of companies, for your group.			
Date Funding Awarded	Funding Body	Purpose/Scheme	Amount (£)
mm-yyyy	Funding body name	Enter purpose/scheme	Amount of De Minimis Aid
mm-yyyy	Funding body name	Enter purpose/scheme	Amount of De Minimis Aid
mm-yyyy	Funding body name	Enter purpose/scheme	Amount of De Minimis Aid
mm-yyyy	Funding body name	Enter purpose/scheme	Amount of De Minimis Aid
mm-yyyy	Funding body name	Enter purpose/scheme	Amount of De Minimis Aid
mm-yyyy	Funding body name	Enter purpose/scheme	Amount of De Minimis Aid
mm-yyyy	Funding body name	Enter purpose/scheme	Amount of De Minimis Aid
mm-yyyy	Funding body name	Enter purpose/scheme	Amount of De Minimis Aid
What is the date of your fiscal (accounting) year end?			dd-mm

³ 'company' or 'enterprise' refers to sole traders, family businesses, partnerships or limited companies.

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A20 Declaration

- I confirm that the details provided are current and accurate to the best of my knowledge.
- I confirm that the company is solvent and no distress or execution has been levied against it.
- I confirm that the mission participant will visit the trade mission centres and stay at the trade mission hotels for the duration of the visit unless previously agreed in writing with Invest NI.
- I confirm that the mission participant will attend any official engagements organized by Invest NI, its local business partners, or, the UK Diplomatic Posts.
- Participation on the trade mission is considered as an extension to the workplace and requires the same duty of care, to yourself, employees, subcontractors, visitors and anyone who may be affected by acts and omissions, as in your office premises.
- I understand that Invest NI may share the contents of this form with parties involved in the trade mission (e.g. in-country advisors, event organisers etc). By applying to participate, you are agreeing for us to do so
- I confirm that the mission participant will complete and submit a post mission evaluation and participate in Invest NI press coverage related to mission successes.
- I confirm that the company (or group of companies) has not breached the De Minimis Aid limit of €200,000 in the last three fiscal years.
- I am not applying to any other government department or local authority in respect of the costs outlined in this application.
- I allow access to the business to any authorised person for the purpose of carrying out an inspection in order to verify the accuracy of the information in this application.
- I declare that the project will comply with relevant Northern Ireland and EU legislation on equal opportunities.
- I will notify Invest NI in advance of carrying out any changes to the nature of this export project.
- I understand that completion and submission of this application form does not entitle me to Invest NI support and the application form will be scored based on the information contained therein.
- I understand that any expenditure incurred on this project outside of written approvals and/or prior to receiving notification of support from Invest NI will not be eligible for financial assistance.
- I undertake to provide original invoices, receipts and proof of payment in relation to all expenditure claimed for under this application.
- I undertake to comply fully with the Bribery Act 2010.
- I will provide any further information as may be required by Invest NI.

Authorisation

I declare the information in this application to be true and complete to the best of my knowledge and authorise Invest NI to assess this application on the basis of the information provided.		<input type="checkbox"/>
Applications must be authorised, in the case of a Limited Company, by a Director or the Secretary and, in the case of a Sole Trader or Partnership, by the Proprietor or a Partner.		
Name	Enter name of person signing this application	
Position in company	Enter position of person signing this application	
Signature		
Date	Enter date of signing	

ANNEX A – REGIONAL AND WIDER ECONOMIC BENEFITS

Regional Economic Benefits

1. Labour Market Impacts

- Project will deliver wages above the current Northern Ireland Private Sector Median (£18, 933)
- Potential to provide jobs for the unemployed and/or economically inactive (e.g. students, sick, retired or people looking after family)

2. Generation of orders for other companies in Northern Ireland

- Increased business placed for products or services with other NI suppliers

3. Indirect job creation

- No of jobs in NI indirectly created by the project

4. Research & Development

- Research & Development activity undertaken as a result of the project

5. Innovation

- Product or process innovation?

Wider Economic Benefits

6. Skills development

- Employees skills development (A rough guide to skills levels would be: Level 4 – Degree or above; Level 3 – A-level; Level 2 – GCSE; Level 1 – below GCSE.)

7. Sales outside NI Exports

- Will the project stimulate additional sales outside NI and / or exports beyond UK?

8. Entrepreneurship

- Will the project stimulate additional entrepreneurial activity, i.e. new business starts?

9. University linkages with industry

- Does the business work with universities to research or develop products or people?
- If so, how significant are the linkages, what projects are underway and how does this project help develop these linkages

10. Knowledge transfers

- Will the project result in the transfer of knowledge between companies or individuals?

11. Encourage Foreign Direct Investment

- Will the project help encourage Foreign Direct Investment into NI? If so, how?

NB: Only those ‘regional’ and ‘wider’ economic benefits that are relevant to this application should be referred to.

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ANNEX B – INVEST NI DE MINIMIS AID SCHEMES

Programme / Scheme	Value of De Minimis Aid
Accelerated Support Fund	Letter of Offer Value
Boosting Business through Grant for R&D	Letter of Offer Value up to max £50k
Business Improvement Agent	Letter of Offer Value
Business Solutions Consultancy	Letter of Offer Value up to a maximum of £15,800
Carbon Trust Interest Subsidy on loans	Determined by size of loan
CE Marking Programme	£1,995
Collaborative Networks Programme	Value stated in the Collaborative Networks confirmation letter
Design Programme	Main Design Project: £7,000* Mini Design Project: £3,500*
Green Technology Initiative	Letter of Offer value
Growth Accelerator Programme	Letter of Offer value
Innovation Vouchers	£4,000*
Non Executive Director Programme	Letter of Offer Value up to a maximum of £15,000
Northstar Mentoring Assignment	Mentoring Costs up to £800*
Propel Programme	Letter of Offer value
Resource Efficiency Audit Framework	Agreed Consultancy Costs up to £1,000*
Sustainable Development Implementation Framework	Agreed Consultancy Costs up to £5,000*
Technology Development Incentive	Letter of Offer Value up to a maximum of £5,000
Trade Solutions	Currently, all trade support is classed as De Minimis Contact the Trade Team directly for programme value

N. B. * indicates the maximum level of support available against the given support mechanism