



Internationalising your Cleantech offering

A 3 year programme to develop the International Trade of our Low Carbon Economy in the East.



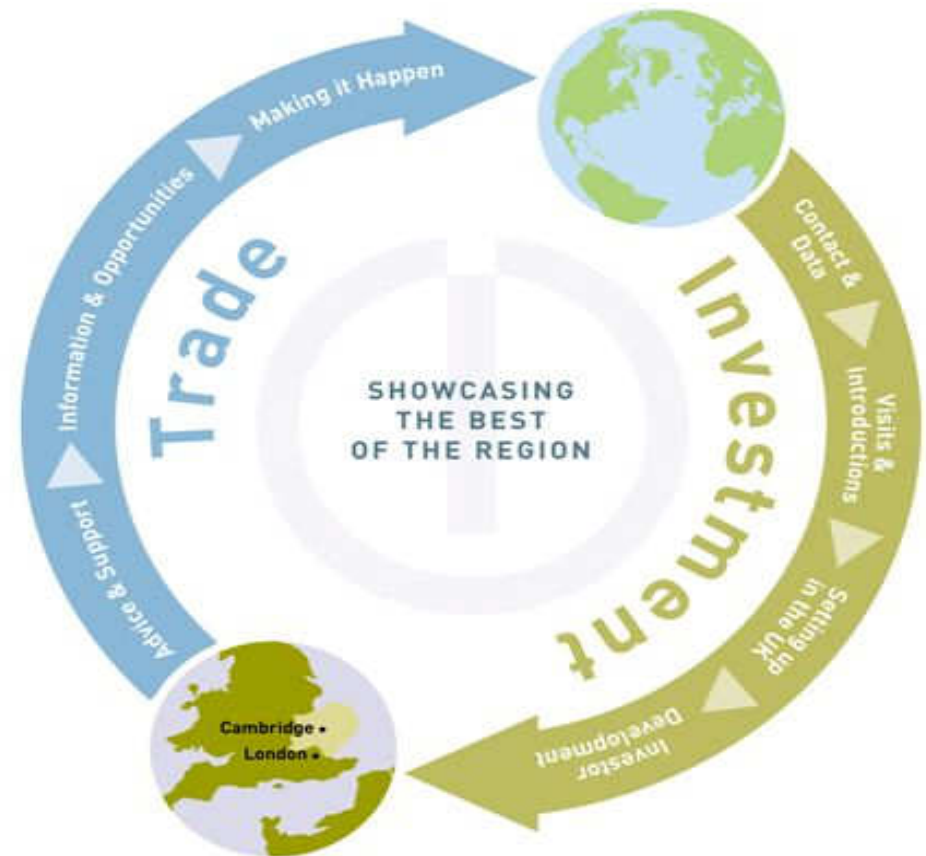
John Tingle

Regional Trade Team Manager
East of England International



East of England International

- Not for Profit Company
- Focus on Trade and Inward Investment in the East of England
- HQ in Cambridge, 7 regional offices throughout the East
- 80 staff
- Funded by UK Trade and Investment and EEDA



International LCGES Sector

- Global Market in 2007/8 was £3,046 billion
- UK market share 3.5%
- Growth 4% in 2007/8 (projected to be 6.1% by 2014)
- UK Exports 10% of sales in the sector (£10.5 billion)
- UK attracted 30% of all EU venture capital investment in Cleantech
- East of England is very strong in this sector

(source Innovas Report March 2009)

Envirotrade

- 3 year project worth £750k and backed with £300k of funding from ERDF to raise the international profile of our low carbon businesses
- Engaging with “low carbon” technology businesses with potential to grow their business via international trade.
- Project Managed by EEI but supported by the key regional organisations involved in the Environmental and Low Carbon sectors

What can Envirotrade mean to you?

- International Focus for the Low Carbon Sector in the East
- Tailored Strategic Assistance
 - assess capability to export
 - prioritise markets
 - define routes to market
 - find partners to open up those markets to you
- Access to an International Trade Adviser over a 12 month period
- Programme of Master Classes, Workshops, Seminars led by industry experts either free or at greatly subsidised cost
- In depth strategic consultancy from world class professionals to analyse your whole business and orientate it to maximise export potential – and no doubt your UK potential too
- Access to the range of services available from UKTI

What are the aims of Envirotrade?

- Assist at least 60 companies a year to trade overseas
- Create new jobs in the sector
- Assist R&D businesses with successful innovation related initiatives
- Enable existing exporters to reach new markets
- Develop new exporters
- Provide an international focus on our Low Carbon companies in the Eastern Region from overseas businesses looking to invest in innovative technologies

Who can access Envirotrade

- SMEs with a Low Carbon approach to business
- Mid-corporates too for deeper strategic assistance
- Ideally UK owned but at least with a significant UK base within the Region
- R&D Companies with innovative low carbon ideas

Key Partners – Tier 1 Organisations

- Envirotech
- Business Link East
- Environment East
- UKCEED
- Renewables East
- EEEgr
- Centre For Sustainable Engineering
- ECC International Group



Key Partners – Academic and Regional Organisations

- UEA
- University of Cambridge
- Cranfield University
- EEDA through: R & D Grants, Proof of Concept funding, Towards 2010, Framework 7
- Cambridge Enterprise
- Science and Innovation Network (SIN, FCO / BIS)
- Carbon Trust Technology Strategy Board (TSB)
- BRE
- Knowledge Transfer Network (KTN)
- Chartered Institute Of Water & Environmental Management
- Chartered Institute of Waste Management
- British Water

Envirotrade

- Tailored Strategic Advice
- Mentoring
- Access to world class consultancy
- Targeted Events, Workshops, Missions
- Grant Assistance for new exporters
- The services of UKTI at your disposal

Interested?



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