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Developing New Export Markets



Maltese businesses exported over Euros 2.2 billion of goods and services in 2006. If you've got a good product to offer and a well-run business, the chances are that there are opportunities for you out there. Tapping into this lucrative source of revenue can sustain your business and keep you competitive.

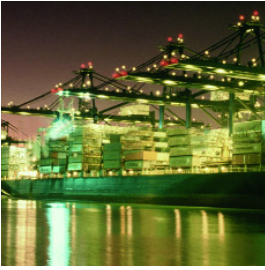


Your benefits from developing new markets:

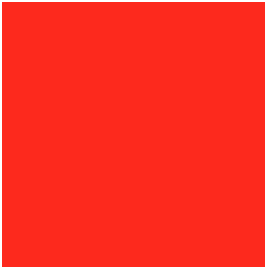
- **Gaining exporting skills** to meet the challenges of language and cultural differences, political instability and currency and payment problems;
- **Increase your turnover** by identifying new markets and customers to avoid an over dependence on local trade;
- **Learning to meet export contracts** by ensuring you have the resources and skills needed;
- **Know about international product compliance** for your products to ensure it meets with regulations in your new markets;
- **Dealing with the paperwork** regarding extra logistical problems (transport, customs clearance and payments), and contractual issues (internationally recognised terms and conditions and standard commercial practices);
- **Participate in international activities** to gain access to new markets;
- **Access to web-links** to obtain further information and assistance on how to increase your export business.



STEP	How you can access new markets
1	You get a visit from one of our advisors for a preliminary assessment of your capability to export.
2	For selected companies, the advisor helps you develop an export plan.
3	Access to training on specific export skills.
4	Through our Tenders Alert service you will receive customised electronic alerts on just-issued tender notifications and contracts.
5	Through our Partner Search service you can identify potential foreign business partners in line with your export plan.
6	Possibility to participate in a Business-to-Business (B2B) matchmaking event.
7	Your Case Study is shared with others with the intention of motivating other companies to do the same for better competitiveness.



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Malta Enterprise has for several years successfully run the local branch of the EU's Euro Info Centre (EIC). Malta Enterprise is now participating in the new EU's network programme for business and innovation, called "Enterprise Europe". Apart from promoting the above services, it also effectively measures the impact of existing EU legislation on Maltese SMEs and contributes to impact assessment studies of the Commission; in this way Malta Enterprise would be offering SMEs the possibility to contribute to European policy-making.



Malta Enterprise is offering the following schemes to improve market efficiency:

- Competitive grants for SME Development to assist SMEs in first time participation in Trade Fairs, and as support for capacity building provided by external experts or mentors. Assistance is provided to enterprises on activities to diversify and penetrate new markets, establish business contacts, and consolidate their existing market share.
- Competitive grants for E-business development to stimulate SMEs to make better use of ICT solutions to increase efficiency, add value to existing products and services, provide new products and services and innovate their processes. Supported costs include ICT hardware costs, off the shelf software tools, and software development and consultancy service provided in relation to the analysis, design, development and implementation of the ICT solution.