Economic Growth Management

International Business

Project	Expertise Provided
High Impact in Growth Economies Programme for Brazil	We managed a major programme of international business development support in Brazil to stimulate a substantial increase in sales and GVA from SMEs in the South West England region. This focused in particular on such sectors as oil and gas, sports goods, construction and infrastructure (transport, road, rail, and airports), advanced engineering and aerospace, health and life sciences, luxury goods and education services in Brazil. This first involved identification, selection and engagement with suitable SME's, advising on viability and competitiveness of their products or services in entering the Brazilian market and on marketing, pricing, production, and distribution issues. Based on a tailored service specification for each client, we then researched and made contact with prospective buyers or distributor partners. We then facilitated introductions and attended joint visits with each SME to prospective the buyers and distributors in Brazil and provided added value support to bring forward opportunities and progress sales cycles to achieve successful outcomes for each client. Projected impacts of this programme amounted to £80m in additional sales and potential creation of 250 jobs. **Client: Business West and UKTI**
International Trade Strategy For London	Action plan for developing London's international trade, based on an assessment of London's current international trade profile, key sector opportunities, specifying the required trade promotion activities, and how these should be linked, supported, co-ordinated and funded. **Client: Trade Partners UK London Region**
Sourcing of International Partners for a Biomass Energy Project in Brazil	We were commissioned to identify global collaborative partners for a 50 megawatt biomass gasification demonstration project to be set up in Bahia region of Brazil to be funding by the UNDP Global Environmental Facility. We successfully engaged with global corporations in the power generation, paper manufacturing, forestry and agribusiness sectors and introduced prospective partner bodies to the client body. **Client: Shell, Companhia Vale do Rio Doce, Eletrobras and the UNDP**
Identification of Investment Opportunities in South Africa's Eastern Cape	Strategic plan for attraction of major industries to the 10,000 hectare Coega port and industrial development zone, Port Elizabeth, South Africa. **Client: Port Elizabeth Chamber of Commerce and Gibb**