



THE INTERNATIONALISATION FUND

Co-investment funding for SMEs

Andrew Mapstone
International Trade Adviser
Department for International Trade

andrew.mapstone@tradesoutheast.com
01372 450 669

Monday 25th April 2022



High level objectives

To encourage ambitious SMEs to improve international trade performance through co-investment in DIT approved activity:



**High Export Potential
businesses (HEP)**

**Have products/services
for new international
markets**

Focus on £500k+ sales
(but smaller companies
eligible where there is
significant potential)

Key features of the fund

Co-investment of
between
£1k - £9k

One application &
one claim per
SME

Detailed eligible
expenditure
guidelines

will come back to that later

Online application
and claims
processes

includes eligibility checks

How can the funding be used?

Eligible expenditure

- Consultancy and other international commercial services
- Sales, marketing and research
- Understanding market standards, regulations and requirements
- Accessing finance to support international growth
- Trade missions, trade fairs and independent market visits

Ineligible expenditure

- Direct subsidies
- Routine expenditure
- Capital costs
- Salary costs
- Ineligible sectors, companies, expenditure or activities



Trade missions, trade fairs & independent market visits

Eligible expenditure – Trade Fairs / Trade Missions

- Participation fee (Trade Fairs only)
- Setup and running costs e.g. stand/space hire/build
- Flights
- Accommodation
- Car hire/ rail travel
- Additional commercial services

Eligible expenditure – Independent Market Visit

- Flights
- Accommodation
- Car hire
- Rail travel
- Additional commercial services

Please note if your business receives funding to attend one of these activities from another source, you cannot also receive funding from IF for the same event.



Exclusions

Ineligible sectors: Steel, Coal (primary production), Shipbuilding, Synthetic fibres, Transport and related infrastructure, Energy generation, distribution & infrastructure, Primary Agricultural Production, Financial and insurance institutions, Schools / School age educational establishments, Nuclear, Airport infrastructure, Fisheries, Aquaculture, Tobacco

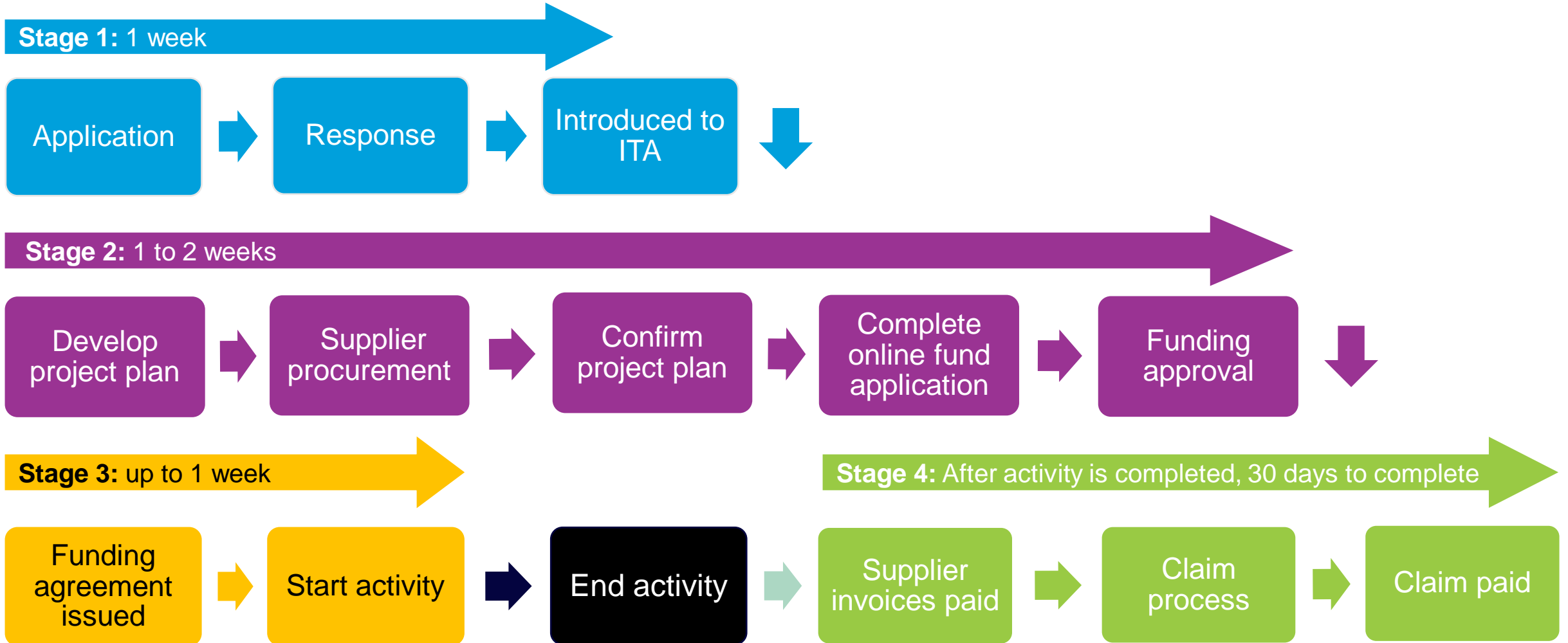
Ineligible companies: those likely to transfer operations overseas, with products that could cause offence or embarrassment to the UK Government, offering illegal products, breaching export controls

Ineligible expenditure: production/operational costs, direct subsidies, routine expenditure, capital expenditure, salary/employment costs, purchase of assets

Not supported activities: DIT's OMIS service, transport and logistics, packaging production, export insurance, export documentation services, sales agent's commission, export training leading to qualifications, warehousing, assets such as Intellectual Property, standards or accreditations, eCommerce platform registration fees, production of sales collateral



Key stages summary timeline










The South Internationalisation Fund



Co-investment for SMEs from DIT using European Regional Development Funding (ERDF)

The fund	Available funding	How to apply
 launched 14 th December 2020  provided by Department for International Trade (DIT) and European Regional Development Fund (ERDF)	 Co-investment funding (£1k to max £9k) max may be lower in some LEP ² areas  ERDF support allocated by LEPs amount available reflects their contribution  Currently available in all LEP areas except Cornwall and Isles of Scilly	<ol style="list-style-type: none"> 1 Contact DIT's Regional Network 2 Agree an export action plan 3 Application advice provided if appropriate
Recipients		
 SMEs¹ in England with  International high growth potential  Product \ service suitable for export  £500k+ sales \ turnover (<i>desirable</i>)	<h4>Using the funding</h4> <p>Eligible expenditure – activity which hasn't yet started or been committed to</p> <p>Third party advice to prepare for export</p> <ul style="list-style-type: none"> • PR • market research • IPR • translation and • cultural advice • social media and SEO • routes to market • overseas business environment • due diligence <p>SME participation in Trade Fairs, Missions and market development visits may also be supported.</p> <p>Ineligible expenditure</p> <ul style="list-style-type: none"> • production/operational costs • capital costs • salary/employment costs • purchase of assets • routine expenditure • direct subsidies 	

¹Small and Medium sized Enterprise (SME)

²Local Enterprise Partnership (LEP)



Questions?

Andrew Mapstone
International Trade Adviser
Department for International Trade

andrew.mapstone@tradesoutheast.com
01372 450 669