

BECS

International Trade Bursary helps BECS target Belgium

Outcomes:

- > Reached five new target customers, including PWI Brussels, PWN Global, The British Embassy Brussels, Rotary Club Brussels Cantersteen and Belgian Rail
- > Potential total order values of £575,000
- > Became a member of PWI Brussels which will provide opportunities through their global network of people in 28 cities
- > Working with Department for International Trade in their Export for Growth programme
- > Follow up trips to Brussels, Prague, Kuwait and Toulouse in 2019

Business English Consulting Service Ltd (BECS), who are working closely with TDA and the Department for International Trade, used the International Trade Bursary to develop export activities in Belgium.

BECS is an award-winning corporate training company delivering tailor-made solutions to the public and private sector, specialising in business skills, management skills and train the trainer courses worldwide.

Encouraging more Torbay companies to identify new country export markets is a key objective of Torbay Council's economic strategy to deliver business growth.

The company used the bursary to follow up on market research conducted by the Department for International Trade, to attend meetings with target clients and partners, and evening networking events.

The business trip enabled meetings with six new target customers with a potential order value of £575,000.

An Swinnen, Managing Director of BECS, said:

"We have been working closely with the Department for International Trade on their Export for Growth programme. We have also had extensive market research undertaken by the British Embassy in Paris. The findings suggest to target the Belgium training sector first, before entering the French market where the company aims to tackle the French hi tech cluster in the South of France."

"TDA's International Trade Bursary has given us the opportunity to explore the markets in Belgium, establish new export wins and create additional growth for the business."



An (left) with delegates at PWI Brussels

> Our international trade bursary is open to Torbay based SMEs, new or existing exporters, across any industry sector but they must be looking to enter new country export markets.

> Funding is available, between £500-£1,000* that could be used to attend trade shows, visit prospective buyers in market or undertake overseas market research but ideally a combination of export activity that leads to success!

> The bursary is accessed by completing and submitting an application form which is then reviewed by our panel.

> Companies will work with their local advisor from Department for International Trade and access additional support.

*On successful application, subject to criteria

An added:

"I became a member of PWI Brussels (Professional Women International), a business woman networking group. PWI Brussels is part of PWN Global which is a global network of people in 28 cities.

"Following the PWI networking event, I had a meeting with the PWI President and Vice President to discuss mutual opportunities. It was decided that I would be a Speaker at one of the PWI networking events and that I would also run a workshop, a great win for the business."

For more information BECS visit www.becsltd.com

To learn more about the International Trade Bursary visit www.investintorbay.com/trade-bursary



"We are pleased that we could support BECS Ltd on their trip to Belgium to meet potential target export clients under our International Trade Bursary. It was important for them to maximise on the prior market research for this new market of opportunity. We look forward to hearing of their new export wins in 2019."

Jason Buck
Investment Development Manager

To find out more about how TDA can provide export support contact Jason Buck, Investment Development Manager on 01803 208799 / 07771 811389 or email jason.buck@tda.uk.net