

# Application Form

Bid Ref No: 12-13-2182

Applicants must be UK based companies seeking to promote UK goods and/or services.  
Please type your answers and return **the original signed form** to: [robin.hough@theguardian.com](mailto:robin.hough@theguardian.com)

All applicants to complete **Section A** for mission participation.

If you wish to apply for a Market Access Programme (MAP) support then please also complete **the MAP Application Form – all sections**.

## Section A. To be completed by all participants:

Market Visit Organiser:	Market Visit Title:
Dates of Visit:	Destination Market(s):
Name of Person Participating:	Company Name: Website:
Job Title:	Company Address:
Mobile Number:	
Email:	Postcode:
Assistant's Name/Alternative Contact:	Tel No:
Alternative Tel No:	Alternative Email:
How did you find out about this Market Visit?	

**Please describe your business:**

**What is your unique selling point and focus for this market?**

**What is your objective for participating in this Market Visit?**

**Have you commissioned research into this market?**

**Will you be arranging your own visit program (business meetings) for those days allotted for individual meetings or would you like UKTI to set-up meetings for you?**

*\* See below for full details on Overseas Market Introduction Service, 'Researching the Market'*

### **Researching the Market**

Our Overseas Market Introduction Service (OMIS) is a flexible, subsidised, chargeable service that can provide you with an overview of the market. It is available through our embassies, consulates and High Commissions overseas, who can help you identify contacts, organise events, make appointments, undertake tailored research and feedback on the likely demand for your product or service. In many cases the potential challenges you could face in entering your chosen market will be identified. OMIS can be a valuable tool that can assist you in making decisions about your next steps.

### **Free online business opportunities and market information**

Registration at the UK Trade & Investment website is free and will enable you to receive alerts about sales opportunities in overseas countries, free up-to-date country overviews provided by our overseas network, details of UK government support for overseas and London-based events and contact details to help you navigate through our global network. You can choose how much or how little information you receive. [www.ukti.gov.uk](http://www.ukti.gov.uk)



Project is part-financed  
by the European Union



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## Section 1. To be completed if you are applying for financial assistance for the markets access programme scheme (only applicable if an eligible SME)

Applicants for grants or financial assistance must be an SME under the standard EU definition (see definition below\*), based in the UK and seeking to promote UK goods and/or services. Market visit support may be available to those new to export or new to market UK universities or UK Government funded centres of higher or further learning and UK Government funded research establishments.

UKTI provides financial support to eligible companies. Your eligibility to participate in the market access programme scheme will be self-assessed. Only one representative per company or business may receive a financial package although others are welcome to participate at their own expense.

### \*Definition of an SME

**1. To be eligible for support companies must be SMEs, eligible for UKTI services. UKTI applies the EU definition of an SME. This is a business which meets all of the following criteria:**

- a) it has less than 250 employees and either
- b) has an annual turnover not exceeding €50m or an annual balance sheet total not exceeding €47m.

**2. UK universities or UK Government funded centres of higher or further learning and UK Government funded research establishments are also eligible for MAP support, providing that:**

- a) They have a commercial arm registered in the UK at Companies House
- b) The commercial arm is an SME as defined above

## Section 2. "De Minimis" State Aid

The European Commission recognises any type of support given from any public funds as State Aid and it is therefore subject to State Aid restrictions. However, we are allowed to exempt this grant under the De Minimis exemption regulation, which allows a business to receive up to a cumulative €200,000 over any rolling three year period.

This section of the form is necessary because any grant giver (in this case UKTI), which employs the De Minimis exemption regulation, is required to ensure that the €200,000 limit will not be breached when they agree an application for grant.

Therefore you will need to record here any public aid you have received over the past three years that may need to be included in your De Minimis threshold. You need not list any aid that has already been specifically exempted in any way other than by the De Minimis regulation or any aid that has been previously "notified" to the Commission.

<b>PLEASE WRITE N/A IF NECESSARY</b>		
<b>Funding Body</b>	<b>Purpose</b>	<b>Amount £</b>
<b>Total</b>	Press the tab key here if you need to add further rows	_____

## Section 3.

### Terms and Conditions

- All UK based businesses and organisations that are promoting UK goods and services may participate in a UKTI supported sector Market Visit.
- The financial package will be available from UK Trade & Investment
- Overseas representatives of UK companies are welcome to apply to join supported market visits but will NOT receive a financial package. Practical help and support is available.
- Companies upon proof of participation (which will be supplied by mission organiser) should receive their market visit support within 30 days of completion of mission.
- UK Trade & Investment reserves the right to withhold any or all of the financial package or require part or full repayment of any financial package already paid if any participant: ceases trading; goes into liquidation, administration, receivership or bankruptcy; becomes the subject of a proposal for a winding up order or any other informal insolvency procedure; is or becomes indebted to any government department.
- UK Trade & Investment reserves the right to withhold any or all of the grant or require part or full repayment of any grant already paid if any participant: fails to comply with the conditions or causes embarrassment to Her Majesty's Government, the host country or other participants of the group.
- UK Trade & Investment reserves the right to change or alter the programme of activities
- If you book non-refundable flight and travel arrangements this is at your own risk and UK Trade & Investment will not bear the cost
- Please note that under the Government initiative to improve the transparency of how public funds are used, all Markets Access Programme payments (including the identity of the recipient and the amount) will be published from 1 January 2011 (details of payments over £500 have been published since April 2010). By making an application to participate in the Markets Access Programme you agree that details of any payments made to your company can be published.

### Data Protection:

By completing this form the Company consent to supply UKTI with business information Information regarding the collection, use, disclosure and processing of personal data is to be found in the Privacy Statement on the UK Trade & Investment website: [www.ukti.gov.uk/uktihome/privacypolicy.html](http://www.ukti.gov.uk/uktihome/privacypolicy.html) If you later wish to change your permissions please visit the website. UKTI are required to measure the benefits to your business in attending this event, therefore you/the company further consent to UKTI contacting you/the company in 12 months after this event to measure the Gross Value Added (GVA). All information provided to UKTI will be treated in the strictest confidence and in accordance with the Data Protection Act. The Company also agrees for the support they have received from UK Trade & Investment to be used for publicity purposes and to accept information and marketing material from UK Trade & Investment.

### General Information:

Completion of this form does not mean that you are either accepted on the mission nor that you will receive financial assistance. Formal acceptance of your application will be given to you by the Market Visit Organiser following confirmation of your eligibility and suitability by UKTI.

### Signature Required: (To be signed by all applicants)

I can confirm that the organisation I represent fits under the definition of an SME and does not exceed the "De Minimis" State Aid support threshold of €200,000.

If accepted for inclusion in this outward Market Visit I agree to observe and comply with the conditions laid down by UK Trade & Investment, on behalf of the Department for Business, Innovation and Skills, as notified to me by the Market Visit sponsor.

Signed

Date

Name

**By signing this document, you ascertain that you have supplied true and accurate information**

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***regarding your company and its business.***

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