

INTERNATIONAL ENTERPRISE SINGAPORE

Grow Your Business Through Exports

Let IE Singapore show you how



Driving
Singapore's
External
Economy

Why export? In today's volatile market, expanding overseas is one of the best ways to grow your business and stay ahead of the competition.



Given our market limitations and uncertainties, local businesses must constantly look for new opportunities and seek new overseas markets for growth. As much as 66% of small and medium enterprises (SMEs) rely on exporting of goods as their main mode of overseas operations*. Exporting successfully will ensure long-term business growth and global competitiveness.

International Enterprise (IE) Singapore will help you navigate through the issues and challenges of exporting internationally through the following platforms:

- Export Readiness Assessment (ERA) Toolkit
- Export Strategy Workshops
- Export Clinics
- iAdvisory Seminar Series
- Market Research Technique Workshops
- Overseas Business Matching

Export Readiness Assessment (ERA) Toolkit

This online self-assessment helps your company to understand your financial, production and export capabilities relative to the level of market preparation required for successful market penetration. This assessment will enable IE Singapore to provide recommendations for next steps.

Export Strategy Workshops

Having the right overseas strategy for your business is crucial to exporting successfully. However, only 57% of SMEs have a clear overseas strategy*. The Export Strategy Workshops will help your company identify key challenges and develop the right export strategies for successful exporting.

The workshops will address the following key areas:

- Export marketing plan development
- Overseas market research and comprehension
- International branding
- Evaluation of international channels
- Partner selection
- Agreement negotiation
- Effective overseas market visit presentation
- Electronic commerce for SME exporters

The Export Strategy Workshop course fees qualify for tax benefits under the enhanced Productivity and Innovation Credit (PIC) scheme. Companies may enjoy up to 400% Tax Deduction/ Allowances or exercise an option to convert their expenditure into a non-taxable cash pay-out. This PIC cash pay-out option is available from YA 2011 to YA 2015 at a conversion rate of 30% for YA 2011 and YA 2012; and 60% for YA 2013 to YA 2015. For more details, visit <http://www.iras.gov.sg/irashome/PIcredit.aspx>

Export Clinics

59% of SMEs face custom issues when entering overseas markets*. These instructive clinics are designed to provide detailed information and training on various technical and administrative aspects of an export operation. With the export clinics, your company will have a good understanding of the essential technical, logistics and administrative knowledge and skills to manage your export operation.



iAdvisory Seminar Series

The iAdvisory Seminars help to shorten your learning curve, and facilitate access to foreign markets. You will get practical insights on new market opportunities and key challenges from industry experts and companies who have successfully exported overseas.

These country-specific seminars also provide a platform for discussions on market set-up, tax and legal issues.

Market Research Technique Workshops

Market research technique workshops highlight the importance of conducting appropriate market research prior to any international expansion plan. Through these informative workshops, you will learn to look out for key information in your research and understand how to navigate through the variety of online resources available at the iAdvisory Centre.



The iAdvisory Centre provides wide-ranging tools for you to find out the latest global economic developments, conduct robust competitive analysis and benchmarking, as well as generate a comprehensive list of potential overseas business leads as part of your market research.

The following research tools are available at the iAdvisory Centre for the public:

- Business Monitor International Online
- Economist Intelligence Unit
- Mint Global
- One Source
- Business Insights
- CEIC
- Kompas
- Lexis Nexis

Overseas Business Matching

Overseas business matching will facilitate the introduction of potential agents, distributors and customers to your company. It also helps to differentiate your company from your competitors', define the profile of your potential clientele and further widen your business network.

*A programme supported under IE Singapore Global Company Partnership.

IE Singapore's market insights and intelligence, and access to tools to build capabilities, will enable you to export your business successfully and become globally competitive.

To find out more about exporting, please call us at **1800-IESPORE (1800-4377673)** or visit **www.iesingapore.com/export**

*Internationalisation Survey 2011/12, an annual survey by IE Singapore

International Enterprise Singapore

International Enterprise (IE) Singapore is the government agency driving Singapore's external economy. We promote international trade and spearhead the overseas growth of Singapore-based companies to grow Globally Competitive Companies.

IE Singapore attracts global commodities traders to establish their home base in Singapore. Today, Singapore is a thriving trading hub for the energy, agri-commodities and metals & minerals trading clusters.

Through our Global Company Partnership, we work with Singapore-based companies to customise total solutions in capability building, market access and financing for their internationalisation.

Our global network of overseas centres in over 35 locations provides the necessary connections in many developed and emerging markets.

Visit **www.iesingapore.com** for more information.

Our Global Network

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