



Joanne Bekis

Head of Partnerships, Medilink Midlands



Connecting you with Global Opportunities

Agenda

What to expect from today's webinar:

- Overview of our international activities [International Link](#)
- Multi City Trade Mission w/c 14th October 2024
 - 1st leg of the trip - City of Mentor USA
 - 2nd leg of the trip – Toronto/City of Brampton
- The opportunities and landscape
- Funded support & wrap around services
- Expression of interest
- Q&A



International Relationships

At the centre of global best practice across the world.

Creating international relationships to open doors to new opportunities across the sector.

- USA - City of Mentor
- Canada - City of Brampton
- Spain - Madrid
- Germany - North-West Rhine
- Romania - Transylvania
- Belgium – Wallonia
- China





USA & Canada Multi City Trade Mission

City of Mentor, Ohio, USA

Toronto and City of Brampton, Canada

Why join this Trade Mission

Ready to research or expand into new overseas markets?

- This is a great opportunity for you to visit not one but two countries and multi cities.
- A short distance from each other this multi city trade mission allows you to assess both the Canadian and USA marketplace.
- Both the City of Brampton and the City of Mentor have full inward investment offices to support you.



Mentor
MEANS BUSINESS OHIO • USA
www.MentorMeansBusiness.com

INVEST BRAMPTON

Your Trade Mission



- Multi city trade mission is open to 8 companies
- AdvaMed Conference (additional cost)
- Research and establish new business opportunities
- Incubator support and links with venture capitalist
- Inward investment support
- Wrap around service support from the UK with Medilink Midlands chosen partners

City of Mentor

- 14th October – Welcome networking event
- 15th October – Tour of incubators, inward investment opportunities & 1-2-1 meetings

[Mentor-Means-Business](#)

[Mentor Means Business Video](#)

Mentor
MEANS BUSINESS OHIO • USA



The MedTech Conference - Toronto

- 17th October - MedTech Conference
 - Meet with international businesses
 - Connect Globally
 - Attend talks and networking events
- 18th October - City of Brampton
 - Business tours 1-2-1 meetings
 - Trade and investment support
 - BHive Incubation tour

[Home](#) | [BHive](#) | thebhive.ca



Powered by  AdvaMed



City of Mentor & Medilink Midlands

- Established relationship between Medilink Midlands and the City of Mentor.
- Over the last seven years, the City of Mentor has made annual visits to the Midlands, UK to foster relationships with the UK medtech and life sciences eco-system.
- Medilink Midlands connectivity has supported impactful conversations and aided relationships between UK companies and the City of Mentor, including facilitating 1-2-1 meetings at inward trade missions.





City of Mentor

A regional economic hub just 20 minutes east of Cleveland, Ohio, is home to 200+ manufacturing firms, specialising in biotech/medtech, aerospace, advanced and precision manufacturing, and automotive supply chain, among other industry clusters.

Mentor is Ohio's 5th largest manufacturing center and 6th largest retail center, encompassing a population approaching 50,000 with a daytime population two times that number.



City of Mentor

Our aim is to help companies explore the US market.

The City of Mentor specialise in a concierge-based approach to business relationships building and investment attraction, partnering with internationally known entities like the Cleveland Clinic and Case Western Reserve University, and companies across the region to find appropriate matchmaking opportunities for international companies and providing soft-landing experience and various incentives to companies looking to establish an American presence.





Brampton & Medilink Midlands



- Mutual ambition to develop relations between Medilink Midlands and Brampton.
- In May, Medilink Midlands hosted inward delegation, showcasing the Midlands medtech facilities including, Charnwood Campus Science, Innovation & Technology Park, Loughborough University & Medical Technologies Innovation Facility (MTIF).
- Foster and develop global relationship to provide opportunities such as MCTM opportunities to our members.





Brampton

As one of the fastest-growing cities in Canada, Brampton is home to 700,000 people and 100,000 businesses. People are at the heart of everything we do.

A magnet for international investment and the home to a vibrant Innovation District, Brampton is energized by its diverse communities, and they are embarking on a journey to lead technological and environmental innovation.

Brampton partner for progress to build a healthy city that is safe, sustainable and successful.

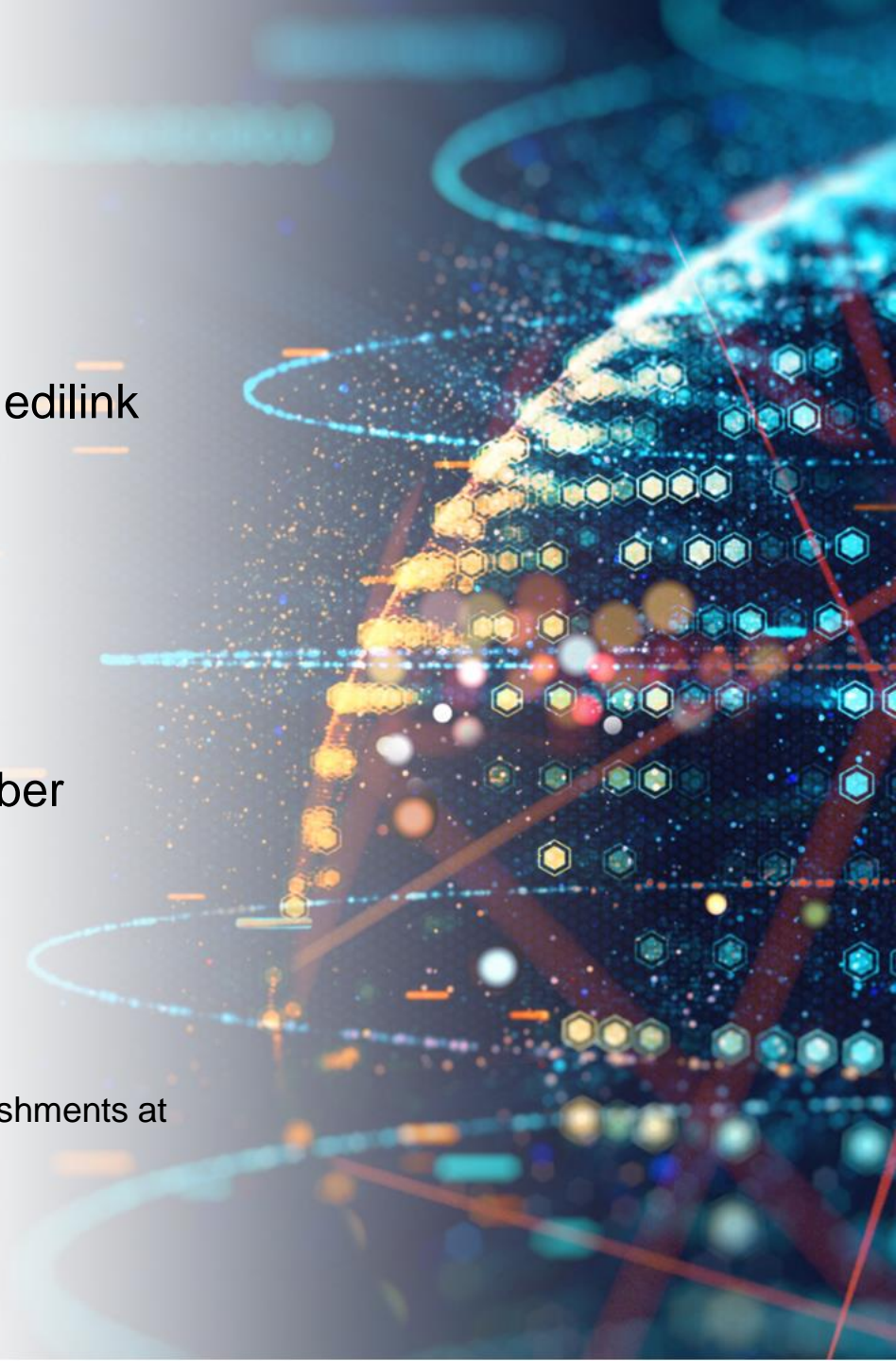


What's included

- Full accommodation and flight package - (one invoice from Medilink Midlands)
- Fully managed bookings and facilitated trip
- Funded wrap around services by our partners
- Funded travel 1st leg USA (on the ground)
- Includes the majestic Niagara Falls sightseeing trip 16th October

Not included:

- Attendance to AdvaMed Conference (additional cost of US\$900)
- eVisas to Canada and USA
- Meals outside of hotel accommodation and during the day, general drinks and refreshments at your leisure
- Taxis to airport.



Expression of Interest

- Must be completed and submitted by 22 August 2024 by 5pm
- EOI's will be assessed by Medilink Midlands and our chosen partners and reviewed by City of Mentor and City of Brampton - fair for all
- We will accept EOI's on a first applied, first received basis (monitored inbox)
- However, please ensure your EOI answers and each section are fully completed as each section will be scored
- We will open EOI to non members and UK wide from 5th August 2024
- Any questions regarding the EOI can be addressed directly to Jo Bekis





International Opportunities

Joanne Bekis

Head of Partnerships,
Medilink Midlands



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Claire Gregory

Ecosystem Innovation Specialist, Innovate UK

Introduction to Innovate UK and the Services and Support we provide

Claire Gregory
Ecosystem Innovation Specialist

Innovate UK

The UK's Innovation Agency

Connecting innovative businesses to the people that can help them to grow and scale. **Funding** businesses and research collaborations in all economic sectors, value chains and **UK regions** to accelerate innovation

Innovate UK's budget for the three financial years 2022-25 is £2.438 billion

2022/23 - £669 million

2023/24 - £799 million

2024/25 - £970 million



Innovate UK – Driving Business Growth

Vision: UK to be a global hub for innovation by 2035.

Built on five strategic themes:

- Future Economy
- Growth at Scale
- Global Opportunities
- Innovation Ecosystem
- Government Levers

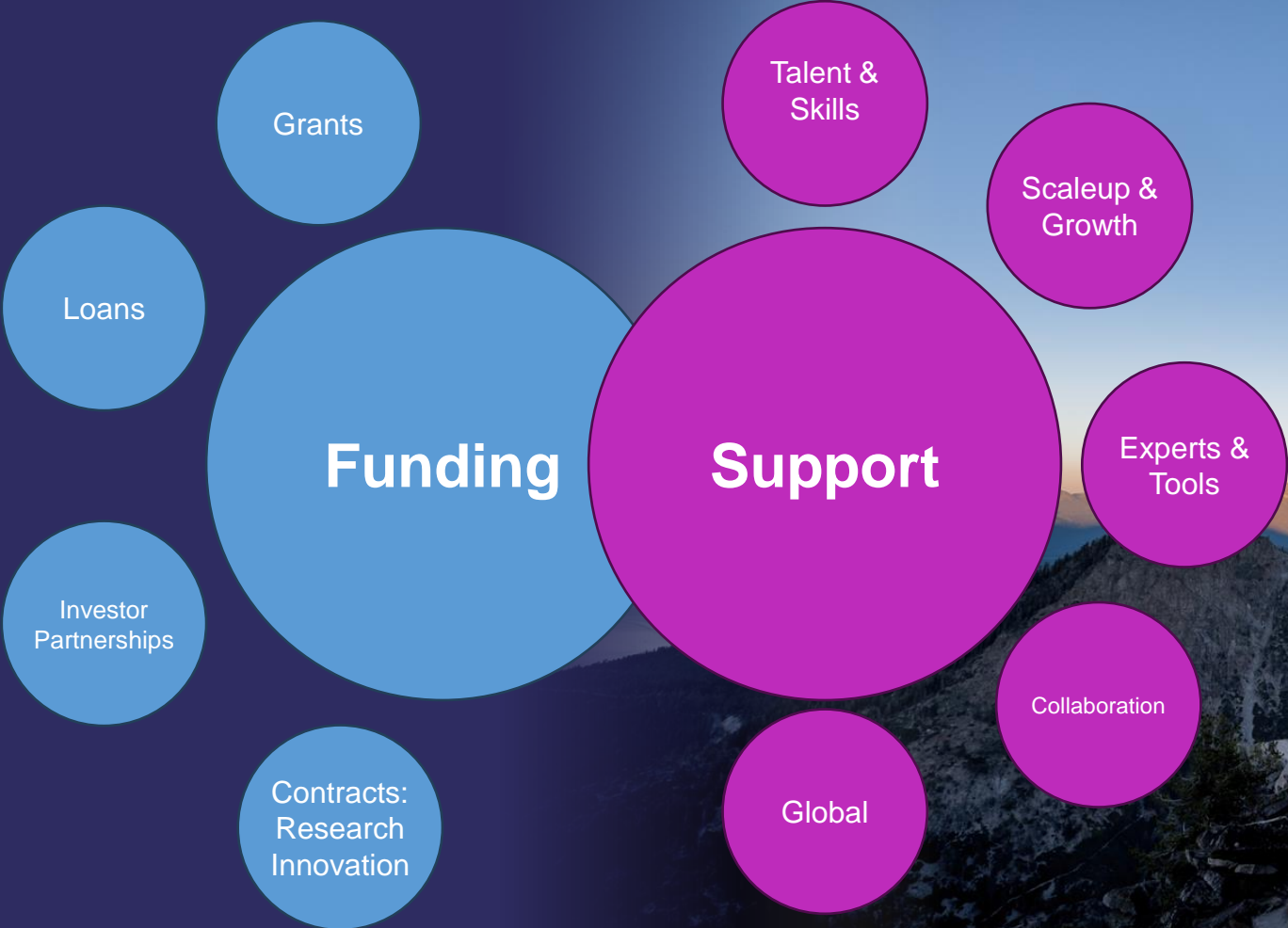
We work to:

INSPIRE innovative businesses to create value through innovation

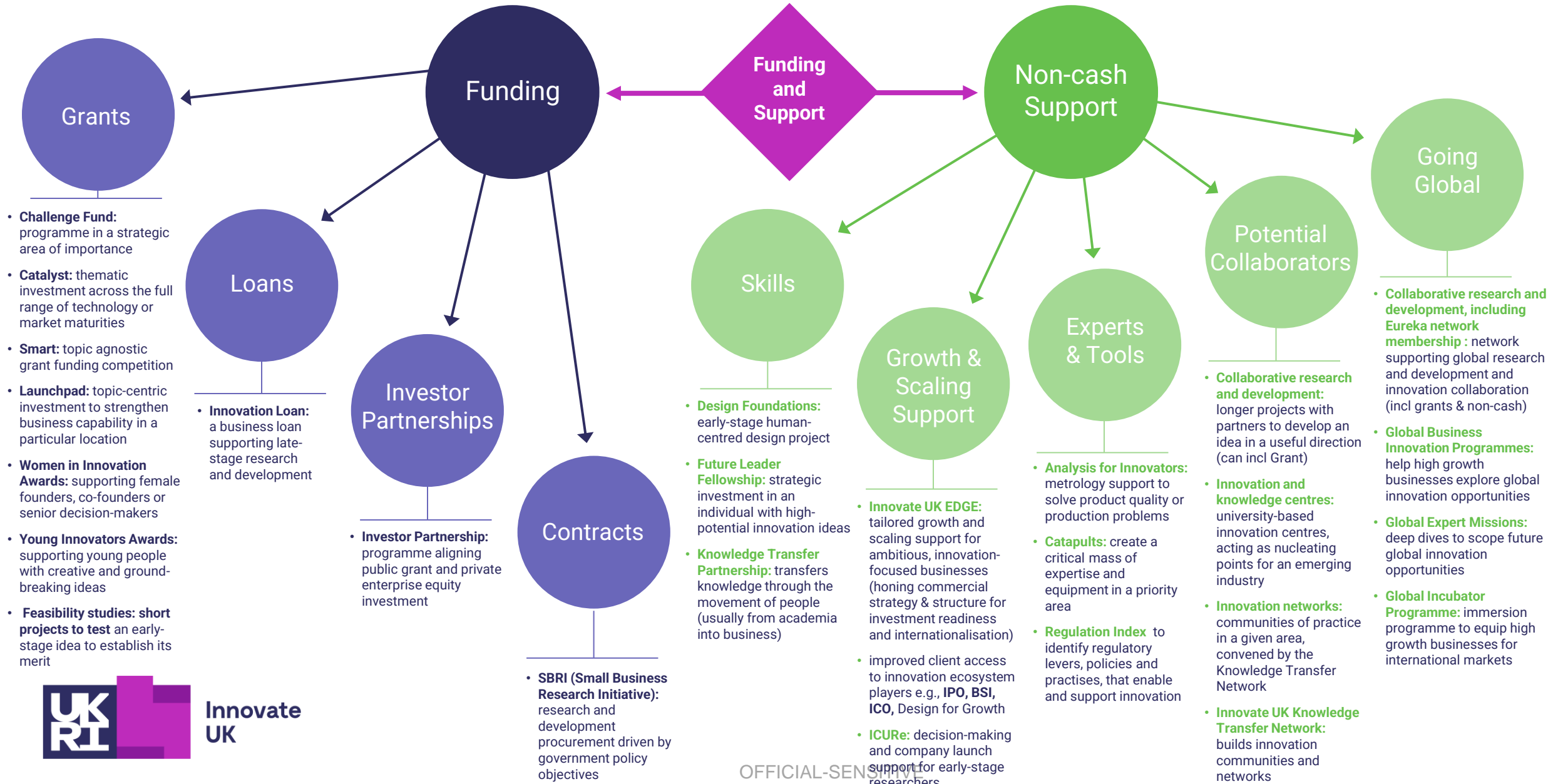
INVOLVE talented organisations and people to create a vibrant and successful innovation ecosystem

INVEST in innovation to make a clearly tangible positive impact on the UK's economy and society

Innovate UK – Breakdown of Services



Innovate UK Products & Services



Growth & Scaling Support: Innovate UK Business Growth

Innovate UK Business Growth is a key part of the UK innovation agency's deep investment in the innovative businesses that drive economic growth.

It is Innovate UK's publicly-funded client facing business support service. Available to ambitious, high potential small to medium sized innovation-driven companies, including Innovate UK grant winners.



Priority Service Areas

Each small to mid-sized business is supported by a dedicated Innovation & Growth Specialist, helping to identify the most productive ways to accelerate innovation & growth. Funding & finance support is performed through our Ecosystem & Innovation Specialists:

Our growth and scale support



Exploit innovation to grow and > scale

Protect & harness your IP, improve innovation management and access the innovation ecosystem globally through our expertise & networks.



Source funding & finance to > grow and scale

Find the best option and get investment ready with our help, to propel your growth.



Enter new markets to grow > and scale

Connections & guidance to expand into vertical & international markets and achieve scale.

Let's Collaborate and Innovate...

Claire Gregory
Ecosystem Innovation Specialist



claire.gregory@innovateukedge.ukri.org



07917 969621



Andrea Collins

Ashfield AAG Grant Adviser

Founder, Global Export Department

About Global Trade Department

- ❑ Boutique consultancy specialising in:
 - ❑ International trade (import and export)
 - ❑ Business resilience
 - ❑ Global sustainability planning
 - ❑ Business growth
- ❑ Average team member ‘practical’ experience > 25 years
- ❑ Support goods and services-based companies
- ❑ 90% clients are UK-based SMEs
- ❑ Deliver strategic and operational/hands-on support
- ❑ As well as private clients, design and deliver support programmes via number of growth hubs and other bodies
- ❑ *“They support the kind of complex challenges others either don’t want to touch or don’t have the expertise to deal with”* ITA at DBT



In partnership with Medilink Midlands

Tax considerations (nexus, etc.)
Legal (product liability, etc)
Standards and regulation
Demographics
Demand (goods/services)
Opportunities
Trade barriers
Import controls
Import tariffs
IP Protection
Sustainability regulation
Entry requirements (US Visa Waiver Program, etc.)

US / Canada
Market Advice

Generic
Export
Readiness



**GTD Medilink
Export Readiness Audit**

Management commitment
Export strategy
Domestic market performance
Competition
Marketing ability
Skills and experience
Production capacity
Distribution
Logistics
Financial standing
Intellectual Property (IP)

- ❑ Approx. 6 hours of 1:1 support from an international trade specialist with almost 30 years' experience
- ❑ 100% bespoke to address your company's challenges and objectives
- ❑ No import or export challenge off the table!
- ❑ Fully funded by East Midlands Chamber on behalf of the Ashfield Accelerator
- ❑ Minimal eligibility: SME based in Ashfield

- ❑ How to access:



0345 2570037



ashfield@globaltradedept.com



Ashfield Accelerator Grant (AAG)

- ❑ Funded by the UK government through the UK Shared Prosperity Fund
- ❑ 50% match funded grants between £8,000 - £30,000 (excluding VAT)
- ❑ Minimum project cost = £16,000 (equates to award of £8,000 if successful)¹
- ❑ Eligibility: SME based in the district of Ashfield, enrolled on Ashfield Accelerator Project
- ❑ Eligibility examples: Projects must:
 - ❑ Open new international markets improving supply chains and/or generating new revenues
 - ❑ Create new jobs and/or help businesses reduce energy usage
 - ❑ Introduce new digital technologies or innovations into the business that will improve productivity
- ❑ Project types: Consultancy support, International exhibitions support, Training support, Capital expenditures, Infrastructure improvements
- ❑ Closing date: 31st October 2024 (project must be completed by 31st January 2025)
- ❑ Grant guidance notes: [Ashfield Accelerator Grant \(AAG\)](#)
- ❑ How to access: Email either david.smith@emc-dnl.co.uk or Richard.crowden@emc-dnl.co.uk





Raj Theper

Export Academy Adviser, Department for Business & Trade



An Introduction to the UK Export Academy

Raj Theper – Export Academy Adviser

UK Export Academy
Department for Business and Trade


UK Export
Academy





What is the UK Export Academy

- Brought to you by the Department for Business & Trade, the UK Export Academy is a free training programme, delivered through a series of free webinars, masterclasses, events, roundtables and drop-in sessions.

Who is the Academy designed for?

- New exporters
- Occasional exporters who would like to develop a more strategic approach
- Experienced exporting companies seeking to upskill staff
- Anybody wishing to brush up their export skills!



What's involved?

- **Essentials:** Covering the fundamentals of export including creating an export action plan, identifying target audiences, market research, customs documentation, export services overseas, and much more.
- **Masterclasses:** Join a masterclass to learn about opportunities in specific markets to sector-focused workshops, expect practical advice and tips relevant to your business. These workshops are ideal for businesses who have already started exporting and are looking for growth in specialist markets or sectors.
- **Opportunities:** Our Sector and Market sessions bring in the knowledge and guidance of our international colleagues. Discover international opportunities, including the benefits of new free trade agreements.



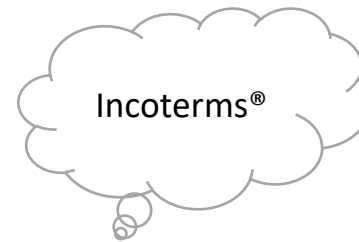
Export Academy Essentials Series

- **Session 1** – The Benefits and Barriers of Export
- **Session 2** – International Market Research
- **Session 3** – Customs Procedures Part 1
- **Session 4** – Pricing Strategy and Routes to Market
- **Session 5** – Customs Procedures Part 2
- **Session 6** – Getting Paid
- **Session 7** – Understanding International Commercial Terms
- **Session 8** – Export Controls
- **Session 9** – Selling Services Part 1
- **Session 10** – Selling Services Part 2

Also available as an Intensive Series (Part 1 & Part 2) in two half-day events



Export Overview





<https://www.great.gov.uk/export-academy/>

<https://www.great.gov.uk/>

www.gov.uk/ask-export-support-team

<https://www.ukexportfinance.gov.uk/>



Q&A – Panel Discussion

Jo Bekis, Medilink Midlands

Kevin Malecek, City of Mentor

Claire Gregory, Innovate UK

Andrea Collins, Ashfield AAG & Global Trade Department

Raj Theper, Export Academy, Department for Business & Trade

Alison Mills, IMed Consultancy Ltd - Regulations Specialist