

Exporter Market Engagement Program 2019

Guidelines for SMEs



Welcome to the 2019–2020 program

The 2019–2020 Exporter Market Engagement Program (the program) is a Trade and Investment Queensland (TIQ) initiative under the *Advancing Trade and Investment: Queensland Trade and Investment Strategy 2017–2022*.

The program provides in-market support to Queensland SMEs planning a visit to one of TIQ's overseas offices to undertake market research and/or to identify export opportunities for their products or services.

These guidelines include information on:

- the program
- eligibility
- how to apply
- your obligations as a participant if selected, including project planning and reporting.

Program benefits

The program will provide access to market knowledge, international networks and government resources to tailor your product or service development and potentially increase your export sales.

Benefits to SME participants include:

- a \$7,000 contributory fund to undertake export development activity in-market
- cost-effective targeted and tailored market engagement
- valuable insights into growing markets
- increased international market exposure for your business
- direct access to the Queensland Government's extensive range of services and networks.

Location

Successful candidates for the 2019 program will travel to one of the following TIQ overseas locations:

- Indonesia
- India
- ASEAN
- China
- Japan
- Korea
- North America
- Latin America
- Middle East
- Hong Kong
- Taiwan
- Europe.

Timing

The program will begin in January 2020, with overseas visits to be scheduled before June 2020 at a time agreed between the relevant TIQ overseas office and the selected SME.

The SME may request an extension for personal or business reasons but the final decision will lie with TIQ.

The SME employee will be required to spend at least two weeks in market undertaking meetings or export-related market development research and activities for their products or service.

TIQ is aware that most SMEs are unable to accommodate spending long periods overseas for the purpose of market research or market development of products or services, so the two-week period can be undertaken in one or more visits, at times agreed between the SME and TIQ but before June 2020 unless an extension has been agreed to.

Number of places

For the 2019–2020 program, up to 20 SMEs will be selected for any of the 12 markets that TIQ operates in. SMEs will be selected based on their market fit and export readiness for the market they have applied for.

Project plans

The SME and TIQ overseas office will develop a project plan, which will include goals and milestones agreed by both parties.

The milestones and other relevant content from the project plan will be included in an agreement to be signed by the SME and TIQ.

Participants will develop a visit program with the help of TIQ before undertaking travel and submit a final report upon return.

Reporting requirements

The SME and TIQ overseas office will develop a project plan. At the conclusion of the SME's travel, the SME must provide TIQ with a report on the program. TIQ will provide a report template.

The SME is also required to provide TIQ with details of market achievements, including sales (commercial-in confidence) for three years following participation, to measure the effectiveness of the program.

The SME will be surveyed 12 months after the completion of the project.

Each party's contribution

The SME is responsible for all costs incurred in travelling to market and in getting its products to the TIQ overseas office. This includes flights, visas, insurance, accommodation, meals and on-ground transport arrangements for the SME staff.

TIQ will provide some funds to offset these costs.

Funding of \$7,000 (excluding GST) will be paid in two instalments:

- 50% on provision of a signed agreement and a project plan confirming participation in the program and on receipt of a valid tax invoice from the SME
- 50% on successful completion of the program and on receipt of a valid tax invoice from the SME and a final report.

The TIQ overseas office will also provide support and guidance and will arrange an in-market program for the SME employee's visit.

Eligibility

To qualify, your SME must:

- have a trading history of a minimum of three years and be deemed export ready by TIQ
- have an Australian Business Number (ABN)
- have fewer than 200 employees
- have Queensland headquarters or significant Queensland operations.

Selection process

A selection panel will be convened for each market comprising the trade and investment commissioner from the host office, a TIQ representative and an external representative. The panel will review applications and shortlist SME participants, based on criteria such as relevance to TIQ's strategic priorities, export readiness, market fit and demand.

Applicants may be interviewed by the panel if appropriate and up to 20 SMEs will be selected across the various markets in which TIQ operates.

TO APPLY

Applications are now open, and close on Wednesday 20 November 2019.

APPLY NOW

For more information:

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