

UK Market Acceleration Programme - ICT

About the Programme

The British Embassy in Tunis is funding a programme of support to build the capacity of institutions and companies in Tunisia with the aim of increasing Tunisian exports to the UK. The programme focuses on three sectors: ICT, agri-food and textiles. Following an initial phase of awareness raising about the UK market opportunities for Tunisian companies, we are now embarking on an intensive programme of support, for selected Tunisian companies, to actively help them export to the UK.

The programme is being delivered by OCO Global, in conjunction with CEPEX and the Tunisian-British Chamber of Commerce. OCO Global is a private sector company specialised in international trade, with a track record of helping companies enter new markets.

The Market Acceleration Programme (MAP)

The objective of the MAP is to deliver new export sales for Tunisian companies into the UK.

There will be 2 x MAP for each sector. Each MAP will have a duration of 6 months and will consist of a cohort of between 6 and 8 companies. The group will have face to face workshops each month and each company will have individual mentorship throughout the programme. The programme will involve 2 visits to the UK market, culminating in a schedule of buyer meetings tailored for each company.

INTERVIEWS WILL BE HELD WITH SHORTLISTED COMPANIES DURING THE WEEK OF 2ND SEPTEMBER. THE FIRST PROGRAMME STARTS IN MID-SEPTEMBER.

Why should you apply for this programme?

The MAP will take each participating company through a process of market research, customer identification, proposition development, certification, product tailoring, marketing and sales, culminating in buyer meetings so that you have the best chance to new export sales in the UK.

The ICT MAP:

The 6 modules of the ICT MAP are:

1. Programme Launch – UK market opportunities and customer profiling
2. Preparing for the UK market – Sales and Marketing
3. UK market visit – Exploratory visit including a group session with a British multinational
4. UK market strategy and business plan
5. UK visit – B2B meetings with target customers and / or partners
6. Customer or partner follow-up – Negotiation, pilots, contracts, fulfilment

Note - Full details of the MAP programme and application process can be viewed by clicking on the following <https://www.ocoglobal.com/the-ict-map/>

To apply, click 'Begin Application' below

Begin Application

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