



GUIDELINES TO UK TRADE & INVESTMENT TRADE SHOW ACCESS PROGRAMME (TAP)
GRANT SUPPORTED INTERNATIONAL TRADE SHOWS
FROM JUNE 2015 ONWARDS

PLEASE READ THIS BEFORE APPLYING FOR A GRANT

The UK Trade & Investment rules on grant eligibility for UKTI TAP (Tradeshaw Access Programme) can seem complicated, so we have summarised them here. Full UKTI Terms & Conditions are also available on request.

THE TAP SCHEME FROM JUNE 2015 ONWARDS

In April 2009 the slate was wiped clean; eligible companies can receive a lifetime global allocation of 6 TAP grants in the main markets (EUROPE AND THE USA) – but please note that grant support for USA shows has not yet been confirmed.

In April 2014 UK Trade & Investment reduced the budget for overseas trade shows, resulting in fewer grants and a lower level of grant. Demand for grants now always exceeds supply so companies are advised to apply as soon as they receive the forms. Do not wait until you have confirmed space from the organisers or it may be too late to apply for a grant.

WHO QUALIFIES?

Eligible companies must:

- be a UK based business (limited company, partnership or sole trader)
- be a small or medium sized enterprise (SME) as defined below.
- be a new exporter **OR** have exported for no more than 10 years, as defined below.
BUT If you have been exporting for more than 10 years and have total exports above 25% of your turnover, you may still qualify for a grant if you have not shown at the previous edition of the event. For example, if this applies to you and you would like to apply for a grant to show at Pitti Uomo in June 2015, you may do so if you did not show at the January 2015 edition.
- not have received grants of any kind totalling more than €200,000 over any rolling 3 year period
- not receive any other contributions from public funds towards the costs of exhibiting at the event
- not have been fully committed to showing prior to seeking the UKTI grant (we can explain how this works)
- demonstrate (if required) that they are selling products originating substantially in the UK, or that they are adding significant value to a product of non-UK origin, or are enhancing their competitiveness and providing tangible economic benefit to the UK from this trade development activity.
- take up any non-chargeable offers of assistance made by the Trade Association or the UKTI regional network that are intended to be complementary to the offer of trade show support.
- own the brand they are selling or prove that they have permission to export the brand

Special note for start ups: Whilst there are no hard and fast rules in the TAP scheme about supporting brand new businesses (“start ups”), in practice many of the UKTI regions are reluctant to agree to grants for new companies because they have no sales track record. Some regions may take prior commercial experience in the industry into account, but others may not. UKFT is working with UKTI to clarify and resolve this issue. In the meantime, if your business is new, please contact us before filling in your grant application as you will need to put together a strong case for support, including a business plan. We will help to support your application as much as possible.



DEFINITIONS

An outline of the definitions follows. Please call us if you have any questions.

- **An SME** (Small or Medium Sized Enterprise):-
 - a) Has fewer than 250 employees
 - b) Has an annual turnover not exceeding 50m Euros or an annual balance sheet total not exceeding 43m Euros

UKTI reserves the right to review the eligibility of businesses that are distinct and independently operated, but are part of or owned by an organisation itself larger than an SME.

- **NEW EXPORTERS** are defined as having less than 10% of turnover resulting from proactive exports during the last 12 months (sales to new overseas customers that have been actively identified by the business), and no more than 25% of turnover resulting from a combination of proactive and reactive exports. Reactive exports would normally result from unplanned approaches from potential overseas customers and from UK-based third parties, or from overseas responses to UK-focused web sites.

HOW MUCH IS THE GRANT?

- **The grant rate is £1,200 for shows in Europe. We do not currently have support for shows in the USA but we hope this will be re-instated. Support for CPM Moscow is currently uncertain and we are also waiting for funding for Paris Women's Fashion Week Sept/Oct to be confirmed. Please check with us.**

HOW DO I GET THE GRANT?

Companies must provide evidence of eligible expenditure amounting to at least the amount of the grant. If the stand payment alone is less than the amount of the grant, related expenses, such as transportation of samples, ATA Carnet, stand and display items, furniture, stand design, display aids/graphics, promotional material etc. may sometimes also be taken into consideration. Accommodation and travel are not ("related expenses"). Please ask us for clarification if you are uncertain.

DO NOT APPLY FOR A GRANT UNLESS YOU KNOW THAT YOU WILL DEFINITELY BE ABLE TO SUPPLY US WITH PROOF OF PAYMENT FOR AT LEAST THE AMOUNT OF THE GRANT.

HOW DOES THE SYSTEM WORK?

- **Apply for a grant as soon as you know you want to show. You must also, at the same time, apply to the show organisers for space.** There is a limited number of grants for each event so you must apply as early as possible. The deadline for applicants new to the scheme is 8 weeks before the start of the show (5 weeks before the show if you have previously been approved for a TAP grant) but, in most cases if you leave it until then there will be no grants left!
- At each event, UKFT will be conducting marketing activities to promote the British exhibitors for which a Marketing Fee of £250 + VAT is charged. This is agreed with UK Trade & Investment in advance and enables us to promote the British exhibitors at overseas shows.
- Complete the UKFT application form, together with the UK Trade & Investment TAP grant application form, and send them both back to UKFT with your payment (see below). We forward the latter to a UKTI International Trade Team Advisor (ITA) in your region. The ITA may approve your application on the basis of the form alone or they may contact you to discuss your eligibility and will then give us a "no"



or a provisional “yes”. We then send your form to the UKTI Head Office in Glasgow who will double check your eligibility and let us have an answer.

- **No applications can be processed without the UKFT Marketing Fee. However, if UK Trade & Investment deems you are not eligible or if you do not get space at the show (and let us know, by e-mail, at least 8 weeks before the event), this fee will be returned to you. If you pull out without informing us in good time, you will be liable for the Marketing Fee; UKFT also reserves the right to charge a Cancellation Fee of an additional £250, as this grant will have been lost, and cannot be transferred or rolled forward. Wasted grants put the viability of the whole grant scheme in jeopardy.**
- Government support takes the form of a reimbursement, so you must pay for your stand in advance. After the exhibition you must provide us with proof of payment (for at least amount of the grant) within one month of the exhibition. You may also be required to complete a brief questionnaire on-line, also within one month after the close of the exhibition. The reimbursement should come through around 3 months after the exhibition has taken place; earlier if all participants provide us with proof of payment promptly.

Important note: When sending applications to show organisers, please be sure to read all their contracts and Terms & Conditions. There have been a number of cases where UK companies have sent completed application forms to organisers without payment, not realising that they had signed a legally binding contract. If you sign a contract to show and you then pull out, you will be liable not only for the deposit, but for the full cost, whether or not you show and, of course, in that circumstance, you would not be able to claim a UKTI grant.

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