



**British Institute**  
*of Technology, England*

## Introduction to Global Market Access

Over the last twenty years BITE has established an effective business link platform in over 100 countries around the world. Introducing business to governments, business to business for market access, mergers and acquisitions this has included some of the big names in the UK and around the world Rolls Royce, Fujitsu, BP, BT, UK National Nuclear Lab and Tata.

“The world is your oyster”



INVESTOR IN PEOPLE

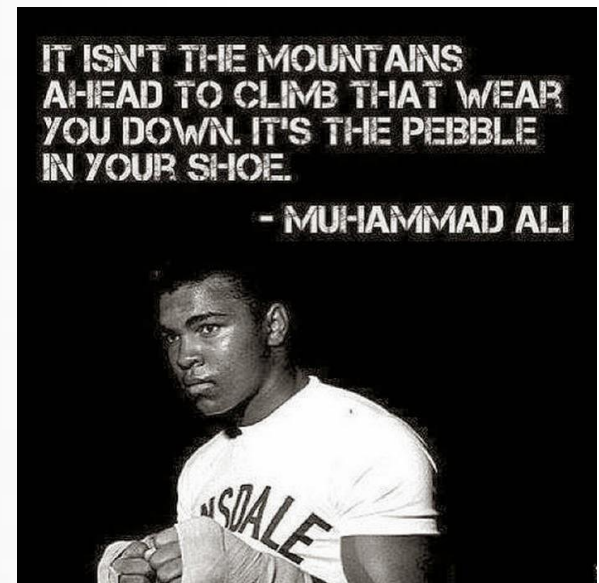




## Our Strategy

We build on our friendship and experience in the nation, working with you to gain maximum exposure and business return for your company. Our expertise includes:

1. Market Intelligence
2. Introductions to Target Business
3. Introduction to Relevant Government Body (Licensing)
4. How to do Business
5. The Legal Process





## Market Intelligence

Companies large, medium and small are entering foreign markets. Our global perspective allows businesses to secure the market access with the least cost, bureaucracy and effective result. We engage a collaborative methodology to create an win-win situation for all parties.



INVESTOR IN PEOPLE





## Foreign Market-Entry

We help companies make the right commitment to go international, understanding entry strategy is the recipe for success, the choice depends on:

- Market Size and Growth
- Risk
- Government Regulations
- Competitive Environment
- Local Infrastructure
- Company Objectives
- Need for Control
- Internal Resources, Assets and Capabilities
- Flexibility





## Alternative Foreign Market-Entry

Import regulations may be imposed to protect health, conserve foreign exchange, serve as economic reprisals, protect home industry, or provide revenue in the form of tariffs. A company may choose different modes of foreign market entry, we have selected the following non-exhaustive Selection:

- exporting
- contractual agreements
- strategic alliances
- foreign direct investment

