



“In today’s global market, successful export is key to long term business performance”

## Export and Offset Service

Establishing strong commercial positions in export markets increasingly relies on the creation of strong relationships with local partners whose effectiveness is key to maximising market potential.

In many cases local partners may benefit from support to develop their corporate capabilities and the core skills and competencies of their staff. This will help them to be more effective at winning new business and delivering profitable projects and programmes. It can also help UK exporters accrue valuable offset credits.

Harmonic’s Export and Offset Service helps exporting companies to develop and deliver comprehensive strategies for improved business performance in overseas territories including actively addressing commitments. This is achieved through:

- Offset strategy development
- Capability development for overseas partner companies, including:
  - Training, coaching and mentoring
  - Development of new services and business facilities such as Bid Centres, Programme Management Offices and Helpdesk/Service Centres
- In-country job creation
- Marketing Support

A flexible set of tailored services develop business benefits in a wide variety of export environments

Winning Better Business

Delivering Profitable Business

Creating Offset Credits

New Skills

New Services

New Jobs

Certified Training

Recognised Standards

## Service Benefits

Helping local companies to improve their performance in this way offers a range of benefits to their UK partners including:

- Greatly improved probability of winning new business, driven by our experience supporting major prime contractors through the Shipley-Harmonic Alliance
- Optimised profitability through the rigorous delivery of projects and programmes to time, cost and quality
- Maximising offset credits through the creation of jobs and services in new business facilities and the provision of certified training

We can develop specific proposals to address our clients' particular challenges in their export markets and specific national offset regimes. By utilising our commercial experts in offset arrangements we can help create or refresh offset strategies as well as provide delivery and training experts to bring these strategies to life.

## Why Harmonic?

- We have an in-depth understanding of offset issues
- We have a strong track record in delivering practical business improvements across a wide range of disciplines
- We improve business strategy and the performance of business processes and structures
- We integrate the services of specialist partners to deliver tailored training, accredited against globally recognised standards
- We provide experienced practitioners to work alongside staff to ensure training becomes embedded in everyday practice

## Case Studies

- Supporting a UK based exporter to South Africa, by assisting a local manufacturer to gain airworthiness certification for aviation components for subsequent export from South Africa
- Helping companies in the UAE to develop effective commercial proposals through the Shipley-Harmonic alliance
- On behalf of a UK exporter, assisting a European service provider with global market analysis and direct promotion of its capabilities overseas
- Helping a UK based exporter to North Africa, to develop strategies for employing and training local staff and companies to position for maximising offset credits

For more information about how Harmonic can assist across the programme lifecycle contact: Harmonic Limited, The Hatchery, Eaglewood Park, Ilminster, Somerset TA19 9DQ Tel: 01460 256500 Email: [enquiries@harmonicltd.co.uk](mailto:enquiries@harmonicltd.co.uk) [www.harmonicltd.co.uk](http://www.harmonicltd.co.uk)

