



EXPORT → UK

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EXPORT → UK to help EU newcomers' companies to trade in the UK

McKINSTRIE WILDE, Edinburgh based marketing consultancy, launches EXPORT → UK (www.export-uk.co.uk) to help foreign firms to penetrate the British consumer and retail markets. Targeting more specifically firms from EU new member States and EU Accession States, EXPORT → UK offers a wide range of services from early stage preparation (Product Readiness Assessment, Market and Key Competitors Reports) to establishment of contacts with key people (retailers, buyers, agents, etc.) and organisation of market visit studies, workshops and product trials. Favours an all-inclusive approach, EXPORT → UK offers a portal which intends to ease their customers' entrance and their life as new operators in the UK, fulfilling any additional needs such as design consultancy, translation support, financial services, shipping assistance.

Monica WILDE, Wavell MAGOR and Ian TRAILL decided to create EXPORT → UK after noticing that, while UK agencies and consultancies offer a range of services to assist British firms wishing to start trading in the EU-10 New Member States, there are fewer sources offering the return services to their counterparts. They then decided to share their extensive international experience, their deep knowledge of the UK market and their strong expertise in import /export activities.

EXPORT → UK puts this expertise at the service of companies in the New Europe!

For more information, please visit our website at www.export-uk.co.uk

THE TEAM

MONICA WILDE

Business Development

Monica spent 10 years in the West Indies helping manufacturing and agribusiness companies to export into the UK and the USA. The last 10 years she has been based in the UK working for a wide variety of companies and sectors on product promotion, marketing and communications.

She is Chairman of McKinstry Wilde, an Edinburgh based marketing consultancy.

Monica also has her own company that imports and exports giftware and natural products. Through these activities she has a very up-to-date network of British buyers and trade agents.

Wavell MAGOR MBE

International Business

Wavell was previously a career diplomat serving in a number of countries and specializing in assistance to British business. He has had long experience of working with companies seeking to match-make with British firms. His last diplomatic position was managing the commercial section of the British Embassy, Warsaw.

More recently, Wavell worked for the Edinburgh Chamber of Commerce (2003-04) in a new role to develop international activities. The priority was to target the EU Accession States to create new business opportunities. Wavell has extensive contacts in the British business community and throughout Central and Southern Europe.

Ian TRAILL

European Strategy

Ian is the founder of The EUROTACTICS Consultancy which provides business support services to help clients seize the opportunities arising from EU Enlargement. Ian spent 10 years as Director of the Euro Info Centre and Innovation Relay Centre in Scotland and previously worked for the European Commission in Luxembourg.

Agnes HIERE

Market Research

Before joining EXPORT → UK team, Agnes was a manager in a Paris-based consultancy firm specializing in corporate strategy advisory where she was also in charge of the international network liaison. Agnes holds a strong educational background in European matters.