

SME Guide to Supportable and Non-Supportable ERDF Activity

The WM (SME) Internationalisation ERDF project has been developed to support SMEs enter new international markets or develop new routes to international markets. The support must bring ‘added value’ to the SME and as such cannot support activity that would happen anyway (i.e. business as usual) or has happened previously.

ACTIVITY AREA	SUPPORTABLE	NON-SUPPORTABLE
International marketing	<ul style="list-style-type: none"> • Design and production of international marketing literature for targeted markets; • Translation of current marketing literature. 	<ul style="list-style-type: none"> • General marketing collateral (brochures, business cards etc, especially in large quantities).
Internationalising websites	<ul style="list-style-type: none"> • Additional pages for target markets; • Ability to take foreign currency; • Translation of website. e.g. languages; • Adding payment or order system to help with overseas sales etc, will show delivery options for overseas customers. <p>(A link to internationalisation aspect of the website for supporting evidence will be required).</p>	<ul style="list-style-type: none"> • Not developing new websites for “business as usual” purposes e.g. not for first set up construction costs and general development not related to international audience/exporting.
Exhibition activity	<ul style="list-style-type: none"> • Cost of space and stand; • Hire of exhibition equipment; • Cost of getting to exhibition; • In-market accommodation (including international exhibitions in UK with international exhibitors); • Travel in market; • Shipping out display equipment (if using a carrier as long as can evidence it is returned to UK). 	<ul style="list-style-type: none"> • Purchase of exhibition equipment - pull ups, stands, seats etc; • Alcohol
Exploratory market visit	<ul style="list-style-type: none"> • Travel to market costs; • In market accommodation; • Travel in market. <p>(An itinerary of meetings will be required)</p>	<ul style="list-style-type: none"> • Petrol costs; • Personal use related to car; • Alcohol.
Overseas Seminars/Workshops	<ul style="list-style-type: none"> • Seminar attendance fee; • Travel to market costs; • In-market accommodation; • Travel in market. 	<ul style="list-style-type: none"> • Petrol costs; • Personal use related to car; • Alcohol
Export consultancy	<ul style="list-style-type: none"> • Consultancy on specific international areas. 	<ul style="list-style-type: none"> • General export advice and support (which will be provided by the ITA)
IPR development (e.g. international patents and trademarks) etc	<ul style="list-style-type: none"> • Activity and costs relating to the specific targeted markets – and easy to evidence as such. 	<ul style="list-style-type: none"> • Registration of patent in UK; • International registration where they is no intention to trade overseas (but simply to ensure cover in UK)
Product testing/Standards	<ul style="list-style-type: none"> • Activity and costs relating to the specific targeted markets – and easy to evidence as such. 	<ul style="list-style-type: none"> • Cannot be to register/patent in UK - which would be normal business practise
Market Information/Research	<ul style="list-style-type: none"> • Membership or joining fees and costs of a relevant trade body, professional association or chamber of commerce; • Market research . 	<ul style="list-style-type: none"> • Membership renewal or re-joining fees for trade body, professional association or chamber of commerce where SME is or has been a member previously.
Language & cultural awareness development	<ul style="list-style-type: none"> • Mentoring. 	<ul style="list-style-type: none"> • Language or cultural training
Overseas Business Set Up/running Costs	<ul style="list-style-type: none"> • Advice on Joint ventures 	<ul style="list-style-type: none"> • Set up costs for new overseas networks; • Regular costs of existing overseas network.