

#### 4.6.2

### 3 Ways to Find Partners

The following modules offer a deeper insight into this topic:

#### **Approaching Partner Selection**

#### **Assessing Capacity and Capability**

#### **Shared Commitment**

You can find them either in the SavvyAcademy or in the 'Find and Manage Partners' area of 'Create Your Plan'.

Information you complete as part of the Module will be automatically entered into your Plan. The more modules you complete, the more your Plan will build.

### 1 Exhibitions

Many companies place a notice on their exhibition stand saying they are looking for representation.

#### **Advantages**

If you are exhibiting anyway, this is a low-cost approach. A big international exhibition can attract enquiries from several territories.

#### **Disadvantages**

You will get spurious enquiries. Even the better respondents may not be the best you could have done. There is a temptation to sign people up on the spot without properly checking them out.

### 2 Agents' Associations

There are a number of Agents' Associations which provide databases of members. In the UK the Manufacturing Agents' Association is well established membership organisation and covers agents working in other fields as well as manufacturing. The IUCAB is the international body and offers a global database and links to Associations in Europe and North America.

## **Advantages**

- Access to a network
- Some level of quality assurance

## **Disadvantages**

- You are accessing a restricted field

## **3 OMIS (UK Trade and Investment Overseas Market Introduction Service)**

OMIS is the UKTI service through which you can ask a Commercial Officer based in your target market to carry out work for you in the market.

## **Advantages**

- A 'rifle-shot' approach which should generate a short-list of your best options.
- Saves you time.
- Commercial Officers are frequently asked to undertake partner searches and are very skilled in this area. Some embassies offer sector specialists.
- Embassies have a wide range of links in their territories and start from a good knowledge of the market-place.

## **Disadvantages**

- Some up-front cost
- You need to brief the Officer very carefully