



UK Trade
& Investment



US Scholarship Programme 2014 Free Opportunity for UK SMEs

UKTI, supported by the Ellis Goodman Foundation, is offering UK-based SMEs a unique opportunity attend the 'Fundamentals for Success in the U.S. Market' executive business programme at one of the USA's most distinguished business management schools, the Kellogg School of Management, Northwestern University, Evanston, Illinois.

Purpose of the Programme

As the world's largest economy, the US is an attractive market for UK SMEs looking to compete beyond their national boundaries. Yet the US market is complex given its size and diverse geography. The UKTI US Scholarship offers UK SMEs the opportunity to complete a 5-day programme, created to identify the key issues and actions UK companies must consider to enhance their presence in the US, whilst developing effective long-term trading relationships in this challenging, dynamic and rewarding market.

What is Provided

The Scholarship Programme has been developed to ensure UK companies understand the most effective principles for doing business in the US. The content is broad in scope yet practical, including interaction with US based business experts and experienced practitioners. Subjects covered include:

- Negotiating practices and styles in the US
 - Economic, legal and regulatory environments in the US
 - Developing strong business networks
 - Building a compelling brand
 - Technology, social media and mobile marketing
 - Selecting and Managing Channel Partners
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Who Should Apply

Places will be awarded to those candidates and companies best placed to take advantage of this significant opportunity. The programme is specifically aimed at senior level representatives from UK SMEs; existing exporters with the resources and strategy in place to apply themselves to the US market. A successful applicant has to be in a position to direct and influence the strategic decision-making process for their company US business plan.

Cost

The cost of tuition and accommodation whilst at the Kellogg School is included in the programme offer. Flight costs to and from the US plus any additional travel, accommodation and other expenses incurred in market will be met by participants.

When

The 2014 US Scholarship programme will run between Sunday 14 – Friday 19 September inclusive.

How to Apply

The Application form can be found at www.ukti.gov.uk and should be returned on completion to:
usscholarship@ukti.gsi.gov.uk

The closing date for applications is 13 June 2014. Applicants shortlisted will be invited for interview at the offices of UK Trade & Investment in London. Interviews will take place in July. UKTI will host a pre-departure briefing for successful applicants in August.

Further Information

If you would like further details of the US Scholarship Programme, or have a question about the application process, please contact:

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