



February 1 2012

### **Businesses in Gloucestershire are being encouraged to “think export” in 2012**

Businesses around Gloucestershire are being encouraged to think about export to help their business grow.

Gloucestershire Export Programme 2012, run by Gloucestershire’s Local Enterprise Partnership, kicks off this week with a survey of county businesses which is aimed at finding potential new exporters.

Chair of the LEP’s Business Membership Group Terry Morgan, who is from the Federation of Small Businesses and an experienced exporter himself, said: “The objective is to talk to businesses who have never exported before or those who are only exporting indirectly, for instance through long supply chains. These represent a huge potential market to grow Gloucestershire’s economy. But first we need to identify these businesses, and talk to them, so we can understand what the possible barriers are, and how to help overcome them.

“We need to start somewhere so we have produced a simple, online survey which we are encouraging every business in Gloucestershire – large or small, producers or service providers, those wanting to export and those who’ve never even considered it – to respond to by the end of February.”

The LEP which is run by GFirst launched the Business Membership Group to bring together more than 50 Gloucestershire groups such as the Chambers of Commerce, Institute of Directors, Federation of Small Businesses, CBI and more.

Mr Morgan added: “There will be one-to-one discussions with local, experienced exporters and others that we hope will lead as many suitable Gloucestershire businesses as possible on a journey into new markets. The journey need not be daunting or expensive and a lot of help and advice is out there. We want exporting to form part of the business plan of many more local businesses.”

To take part in the survey, which will only take a few minutes, go to <http://bit.ly/yT881h>

For more information call Sarah Webb at GFirst on 01452 328315.