

## UK BUSINESS SUCCESS IN ASIA SHOWCASE

Are you a UK business currently trading in China, Hong Kong, India, Indonesia, Japan, Malaysia, the Philippines, Singapore, South Korea, Taiwan, Thailand or Vietnam? Could you inspire other companies with your story of success? Would you like to have your success celebrated? Are you willing to share your experiences and advice with other businesses thinking of exporting to Asia?

UKTI's Asia Task Force are looking for the most inspiring UK-based companies currently doing business in Asia, to join our showcase of successful UK businesses. We want companies who can really show off the range of UK products and services we currently export to Asia and who have a great personal story to tell about how they gained their success. Together, they will inspire other businesses to follow in their footsteps.

If you're accepted into the showcase, you'll tell your personal story of successfully doing business in Asia, and share your tips and advice with other businesses. You'll also have the chance to be featured in our campaign publicity and events, including an exclusive event for showcase members in Spring 2013.

We want to know what you've achieved, how you've done it and what your top tips for other companies would be. Simply fill out this short application form and send it to [uktiasiataskforce@ukti.gsi.gov.uk](mailto:uktiasiataskforce@ukti.gsi.gov.uk)

### **Next steps**

Applications to take part in the showcase close March 2013.

All entries will be reviewed by a panel of trade, export and communications experts. We are looking for companies who:

- are based in the UK;
- are active in one or more key markets in Asia;
- have a great story to tell about their success in Asia;
- can inspire other UK companies with their personal tips and experience;
- are committed to supporting the campaign to promote UK exports to Asia.

Companies can be any size, from any sector, and from anywhere in the UK; what's important is your story and your passion for sharing your experience.

Once submitted, a member of the team will contact you to confirm receipt. Our panel will then review your application and you will be notified whether you have been successful within eight weeks. In case of any queries please contact [uktiasiataskforce@ukti.gsi.gov.uk](mailto:uktiasiataskforce@ukti.gsi.gov.uk)

**Data Protection Act 1998 (DPA): Use of customer data by UKTI and selected partners**

As part of UKTI’s obligation to ensure we are handling individuals’ personal details legally, you should know what we are doing with your personal data, and agree to it. We explain below how we intend to use the personal data of individuals identified on the form should you decide to apply to take part in the showcase.

We are collecting data in this application form (names and contact details) to consider your application to take part in our showcase. By submitting an entry for this competition, you agree to our processing the personal data on this form for that purpose. This will involve disclosing it to our judging panel (who may be either from or external to UKTI).

**By completing this form, you consent to our sharing your data with our partners and similar organisations.**

In addition, UKTI will use your personal data in other ways, **unless you specifically indicate otherwise**. We will assume that all people named on this form have individually agreed to their personal data being used for the stated purposes **unless you tell us otherwise**.

Receive information about UKTI services or events	No	<input type="checkbox"/>
Receive UKTI direct marketing by email	No	<input type="checkbox"/>
Receive information from UKTI’s partners or similar organisations e.g. UK-based Trade Associations or Chambers of Commerce about related information or services	No	<input type="checkbox"/>

You have the right to access, rectify, complete, update and erase your personal information – to do this, please email [uktiasiataskforce@ukti.gsi.gov.uk](mailto:uktiasiataskforce@ukti.gsi.gov.uk)

For full details on our privacy policy and data protection agreement, please refer to: <http://www.ukti.gov.uk/uktihome/privacypolicy.html>

**Please complete this application form in full**

**1. Company Details**

<b>Company Name:</b>	<b>Your Name:</b>
<b>Address:</b>	<b>Telephone Number:</b>
<b>Website:</b>	<b>Email:</b>
<b>What region are you based in?</b>	<b>Select Region</b>
<b>What industry or sector are you in?</b>	<b>Select Sector</b>
	<b>What position do you hold?</b>

**Please provide a short description of your company (in fewer than 100 words)**

**How many employees do you have in the UK?**  
**How many employees do you have in Asia?**

**Select Option**  
**Select Option**

**2. Your Experience in Asia**

**How long has your company been doing business in Asia?**

**Select Option**

**In which markets is your company active?**

- |   |   |   |
|---|---|---|
| <b>China</b> <input type="checkbox"/>           | <b>Hong Kong</b> <input type="checkbox"/> | <b>India</b> <input type="checkbox"/>       |
| <b>Indonesia</b> <input type="checkbox"/>       | <b>Japan</b> <input type="checkbox"/>     | <b>Malaysia</b> <input type="checkbox"/>    |
| <b>The Philippines</b> <input type="checkbox"/> | <b>Singapore</b> <input type="checkbox"/> | <b>South Korea</b> <input type="checkbox"/> |
| <b>Taiwan</b> <input type="checkbox"/>          | <b>Thailand</b> <input type="checkbox"/>  | <b>Vietnam</b> <input type="checkbox"/>     |

**Other - Please Specify:**

**Tell us about your activity in these markets (in less than 200 words)**

**What has your greatest achievement been in these markets?**

### 3. Inspiring other companies

When and why did you choose to do business in Asia?

What is the best thing about doing business in your market in Asia?

What's the biggest challenge about doing business in your market(s) in Asia?

What would your 3 top tips be for UK companies looking to explore these markets?

1

2

3

**4. We want to showcase your success and give other companies the opportunity to learn from your experiences. Which of the following would you be willing to do for the Asia Task Force campaign, if successful? (tick all that apply)**

- Develop a written case study, to be featured on the UKTI website and social media.
- Speak at our business facing events
- Local radio interviews or newspaper articles
- Take part in social media activity, including blogging, Twitter and LinkedIn
- Act as a mentor to guide other businesses
- Be filmed for a video clip for the UKTI website and social media
- Distribute details of our events through your networks
- Your own ideas: Please describe briefly

Please describe what you or your company would do to help promote the campaign to your own networks

### 5. General

How did you hear about this competition?

Select option

If other please specify:

Have you used UKTI services before?

Yes

No

If yes, please give brief details including contacts if appropriate

When is the best time to contact you and via which medium (email, phone)?

Thank you very much for filling this form in – now, please email it to [uktiasiataskforce@ukti.gsi.gov.uk](mailto:uktiasiataskforce@ukti.gsi.gov.uk) to apply to take part, and we'll be in touch!