Internationalisation Fund Trade Review (IFTR)

SME Assessment Form & Review

Company Detail

Contact Name:	Company Name:
Email address:	Tel:
Trading address postcode:	

Eligibility Statement

In line with European Commission Regulations and guidelines, with which all ERDF projects must still comply to be eligible, companies:

- Must be a micro, small or medium-sized enterprise (SME) (in accordance with the definition in European Commission Recommendation 2003/361/EC);
  - have fewer than 250 employees;
  - have a turnover of below €50m or a balance sheet below €43m
- Where an SME owns, or is owned by, another company, or has common shareholders exceeding 25%, they must not exceed the thresholds for turnover, balance sheet or FTEs as stated above to be eligible.
- Not have exceeded permitted levels of State Aid. Where the de-minimis Regulation is relied on to provide aid, this limit is Euro 200,000 of de minimis aid in the last 3 fiscal years from all public sources, and activity must meet relevant State Aid exemption scheme criteria;
- Meet the requirements of the General Block Exemption Regulation (GBER), 651/2014 (GBER) where this Regulation applies. It is anticipated financial assistance will be awarded via GBER Article 18 – Aid for consultancy in favour of SMEs. Aid may also be granted under Article 19 of the GBER to SMEs for participation in fairs.
- Undertakings in Difficulty may still be considered for support when falling under the de minimis regulation.
- Must not be subject to an outstanding recovery order following a previous negative decision of the European Commission;
- Must not be in sectors defined ineligible by ERDF regulations;
- Must be registered or have an active trading address in the participating LEP area.

About your Business

Products/Services

Financial Summary – If a company has been trading for less than 12 months, please detail expected turnover.

Financial Year End (Month): Click or tap here to enter text.	**Last Year (£K)**
Turnover	
Export Turnover	
Total Salary / Wage Costs	
Depreciation	
Net Profit Before Tax	

Current Position

Do you wish to grow your export business?	**Yes ☐**
Are you looking to makes sales into new markets?	**Yes ☐**
Have you exported in the last 12 months?	**Yes ☐**
Would your business benefit from…	
Internationalising your website	**Yes ☐**
Market Research on new markets	**Yes ☐**
Intellectual Property	**Yes ☐**
Other consulting support	**Yes ☐**

Markets of Interest

Currently export to	**New countries of interest**

Trade Review

How is international trade part of a broader plan to grow or develop the business?

All sections/questions on the assessment form are to be completed with the detail provided by your client. Please annotate any questions not applicable to your clients with N/A. In general, the review should detail the information which you have used to gauge the suitability of the customer to the fund and their Export Potential – Only yes/no answers would not be sufficient.

Is there senior management commitment to export?	**Is there the knowledge needed to manage an overseas market entry?**

Is there a well-developed overall sales and marketing plan?	**Is the financial position sufficiently robust and controlled to implement an international trade action plan within 12 months?**
Is the competitive advantage in International markets clear?	**Do products or services meet the standards required in International markets or can they be adapted to do so?**
Can local technical, product and service support be provided in International markets?	**Is Intellectual Property in products and/or services that will be targeted at overseas markets protected?**
Have target overseas markets been selected on an objective basis including an evaluation of need and demand?	**Have potential customers been identified?**
Have pricing and margins been assessed (including a break-even analysis) for target overseas markets?	**Is there an understanding of how to identify and develop appropriate routes to market?**

Can a promotional programme be produced that is in tune with the culture and language of target international markets?	**Is there the operational capacity – people, premises and equipment - to support expansion into overseas markets?**
Do people have the skills they need to process enquiries and handle orders from overseas markets? Will information systems and order fulfilment procedures support international trade?	**Have the cash flow implications of international trade been evaluated?**

Strengths	**Weaknesses**
Opportunities	**Threats**