

Manchester and Riga. December 19th 2013

Estonian IT delegation visits UK market for the first time

Copernicus International Consulting in association with Enterprise Estonia and Gateway Baltic have organized meetings with potential UK trade partners in a 3 day visit to the UK.

The companies involved (see list below) are all specialists in their field, and bring with them new ideas and the potential for outsourced cost savings to UK businesses.

UK businesses wishing to engage with the Estonian delegation should in the first instance mail marketing@copernicus-consulting.com to arrange a suitable time and venue.

Ignite	Software development	E-health solutions, Banking & Finance solutions, E-gaming	 www.ignite.ee
IP Call centers	Call centre solutions and efficiency management	Multi-channel customer services Enterprise call center solutions, mobile and desktop phone integration and consultations	 www.ipcallcenters.eu
XF Systems	Linux servers	Remote Linux server maintenance and monitoring (24/7) Complete server solutions Any Linux-related services – installation, audit, consulting, project management, development etc.	 www.xfsystems.com
Helmes	Custom software development	Supply management InfoSystems Web-based platforms	

		Data exchange services E-health solutions and other custom designed solutions	www.helmes.ee
Focus IT	Data security and IT consulting	IT Risk management, audit, project development, analysis and design, Performance monitoring, IT strategic planning	 www.focusit.ee
ADM Interactive	E-marketing and web solutions	Brand environments and corporate websites, Public sector and institution campaigns and websites, E-shop, catalogues, games and competitions	 www.adm.ee
Bait Partner	Solutions for the medical sector	IT solutions for medical industry for operating rooms	 www.bait.ee
EDS Systems	Software solutions for logistics, web design and development	Software solutions for terminals, Software solutions for container and Ro-ro shipping lines and freight forwarders	 www.edss.ee

Copernicus provides market entry services such as opportunity assessment, feasibility studies, location analysis, partner identification, incubation centre, sales and marketing support to companies from all corners of the Globe who are looking to expand their international trade results.

It is becoming apparent to UK and European business that Baltic based companies are technically capable of winning considerable business or partnering with large, blue-chip companies. UK management recognise the opportunities, but may be unable to take full advantage of them from the UK without the organisation of business partnering events such as this.

Conversely whilst some UK companies may already sell into the Baltic market, they are predominantly a UK-based business with no formal presence in the region. This forms a barrier to exploiting the potential of the market. Specific issues, in common with any similar business, include:

- business development is carried out by extended and infrequent business trips by personnel who are also key to a broader strategic development
- sales and technical support are both carried out largely at arm's-length from the UK, with occasional visits by personnel who are also key to the health of the home market
- whilst developments in IT communications have made this possible, time-zone differences mean contact time is drastically shortened and introduce an inherent 'drag' in responding to customers' needs
- many customers are sensitive to investing in 'foreign' concepts without the comfort of local support

Copernicus is well qualified, capable and connected to the Baltic region and have a good knowledge of Baltic business and indeed nearby Scandinavia and the UK. They have successfully developed and sold comprehensive and innovative services into these markets, and have an existing customer base to draw on for new clients.

Copernicus-Consulting

Copernicus is an international management consultancy for the SME sector with offices throughout the United Kingdom and a rapidly developing successful international network. Copernicus international match making services cover distributor identification, the establishment of joint ventures and acquisition identification, due diligence and implementation. Copernicus has extensive experience of working with various chambers of commerce and government trade development bodies to assist their members to fast-track their entry into new markets profitably. Further Copernicus offices will open in additional markets over the coming weeks.

For more information see

www.copernicus-consulting.com

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