



Association of  
Translation Companies  
DEFINING STANDARDS OF EXCELLENCE

# Business Organisations Guide to Commercial Collaborations

2023

## Introduction to the Guide

The UK has a variety of business organisations on a local and national level that can be leveraged by ATC members to promote the value of language services for exporters and the role of ATC members as the go-to partners of choice for internationalisation. These business organisations can also be good centres for networking, raising awareness of the expertise of ATC members and for finding new clients.

This guide provides a short summary of what these organisations offer in terms of export advice, showing clear openings for ATC members to work in partnership to provide expert language services.

The ATC's [LO-C 30 research](#) shows convincingly that language capabilities are a key driver for UK SME export success, proving that SMEs making use of language capabilities are 30% more successful in exporting than those that do not.

ATC members can use LO-C 30 messaging to promote the value of language services to boost international import and export success. LO-C 30 resources include a summary report, a management report, and an SME brochure, making it easy for members to choose the format most appropriate to their action plan.

By sharing this research with clients, you can open commercial conversations around ROI on language capabilities, profiling your services as the gateway to export and internationalisation success.

Action of this type has multiple benefits for both your company and for the ATC as an association. It positions your company as an expert provider of information, guidance and commercial solutions while also promoting ATC members jointly as the highest calibre go-to partners for language support.

I hope you find the guide useful!

*Sarah Bawa Mason*

Commercial Collaborations Lead

Association of Translation Companies

## British Chambers of Commerce



Source: [www.britishchambers.org.uk/page/join-a-chamber](http://www.britishchambers.org.uk/page/join-a-chamber)

British Chambers of Commerce can be found in every region and nation of the UK, and the distribution regional chambers echoes the geographical distribution of ATC members. BCC helps British businesses to build relationships locally, nationally and internationally with other businesses, decision makers, and opportunities.

BCC's main strength lies in peer-to-peer advice from businesses who can share their knowledge. They offer networking opportunities, events, international trade support, and partnerships.

### Support to develop export contacts

- **Expert guidance:** guides companies on how to trade globally, also offers full assessments of intellectual property threats, trademarks, branding, packaging, pricing, safety certification, customs restrictions, and related laws.
- **Export market seminars:** open to members and non-members, provides information and opportunities to meet exporters and firms moving into international trade.
- **Overseas market intelligence:** helps exporters to find markets for their business assessing ease of market access and demand for the product. Chambers provide market-specific information on customs rules and connections in the market.
- **Risk management:** supports in assessing risk of non-payment, political instability, and intellectual property theft through the provision of information and market research.
- **Advice and signposting:** certification of documents and related services, technical advice on entering a new market or launching a new product. Advice to approximately 1,500 businesses each week.

### Language services

Some Chambers promote member companies and translation partners for other members. This may be a paid partnership.

### ATC member touch points

- 1 Join your local Chamber or meet with the head of the Chamber.
- 2 Use ATC LO-C 30 messaging and resources to offer an introductory session on the value of language services to export (with help from the ATC CCL if needed).
- 3 Promote yourself as a partner of choice for language services by offering sound language services advice to members in the form of business clinics, language skills workshops, or case studies of successful global trading.

**Cost of membership:** from £250 dependent on chamber.

### Contact details

Find your local chamber at <https://www.britishchambers.org.uk/page/join-a-chamber>.

## Department for Business and Trade

The Department for Business and Trade (DBT) has local trade offices offering free export-related advice. DBT also has offices abroad in 111 countries.

### Support to develop export contacts

- **Expert guidance:** Offers advice for first-time, occasional, and regular exporters. DBT's <https://www.great.gov.uk/> provides guidance and advice for exporters, and access to the Export Support Service, the [UK Export Academy](#) and international trade advisers.
- **Overseas marketing campaigns and tools:** works closely with the [GREAT](#) initiative that showcases the very best of the UK, particularly in [trade and investment](#).
- **Advice and signposting:** supports exporters in creating a business profile on products and services, helps in finding events, trade shows, missions, and webinars relevant to the target industry or markets. Maintains a list of upcoming DBT overseas ministerial visits.

### Language services

Although central to any commercial export strategy, translation services are not central with DBT guidance. The ATC is working with the department and the UK Export Academy to promote the value of language services in future updates.

### ATC member touch points

- 1** Contact your local international adviser and introduce your company.
- 2** Familiarise yourself with DBT and UK Export Academy guidance and training. Use the insights you gain in shaping your services and talking to your clients about exporting.
- 3** Network with exporters at local, regional and national events.

**Cost of membership:** free.

### Contact details

Find your local trade office by entering your postcode at <https://www.great.gov.uk/contact/office-finder/>

Find an overseas DBT office at <https://www.gov.uk/government/publications/dit-worldwide-offices/department-for-international-trade-offices-around-the-world>

Sign up to the UK Export Academy at <https://www.great.gov.uk/export-academy/>

## Institute of Export and International Trade

The [Institute of Export and International Trade](#) (IOE&IT) is the leading association of exporters and importers in the UK. It is primarily focused on goods exporters, rather than the service economy. IOE&IT's major strength lies in the online provision of customs training and expertise to help businesses trade successfully and compliantly internationally.

### Support to develop export contacts

- **Expert guidance and support:** live events including webinars, in-person networking and trade policy advocacy

### Language services

IOE&IT hosts a [Member Showcase](#) section with current business, corporate and trade association members, including IOE&IT members providing [translation and language services](#).

### ATC member touch points

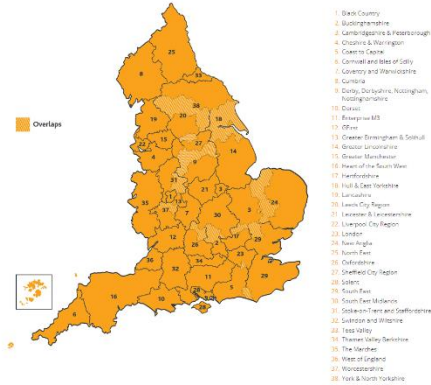
- 1 Worth joining if you work with manufacturer clients, otherwise concentrate your efforts elsewhere.
- 2 Use the resources to gain an understanding of the processes and procedures of exporting to improve your export expertise.
- 3 Network with exporters and profile yourself as a solutions-oriented supplier.

**Cost of membership:** individual from £36, business from £375

### Contact details

Join IOE&IT at <https://www.export.org.uk/page/membership>

## Local Enterprise Partnerships (LEPs)



Source: [www.lepnetwork.net/](http://www.lepnetwork.net/)

### Support to develop export contacts

- **Expert guidance and support:** networking for events such as [The Big Zero Show](#), access to export advisers or experts

### Language services

No information is currently available through LEPs on language support for business.

### ATC member touch points

- 1 Contact your local LEP or meet with the team.
- 2 Use ATC messaging on LO-C 30 to offer an introductory session on the value of language services to export (with help from the ATC CCL if needed).
- 3 Promote yourself as a partner of choice for language services.

**Cost of membership:** free

### Contact details

Find your local LEP at <https://www.lepnetwork.net/local-growth-hub-contacts/>.

### Note

The [Government is withdrawing core funding for LEPs](#) from April 2024 and transferring their functions to local and combined authorities.

The [Local Enterprise Partnership](#) (LEP) network is a not for profit company with [36 local growth hubs](#) across England.

LEPs deliver the Government's economic growth agenda by empowering local businesses, generating private sector investment, creating investment zones and freeports and boosting jobs and skills.

## Federation of Small Businesses

The [Federation of Small Businesses](#) (FSB) is the UK's largest grassroots business campaigning group, ensuring the voice of small businesses is heard at the highest level across the UK, while also providing business services and products to members. FSB's [regional presence covers all of the UK](#).

FSB membership includes advice, financial products and support. The benefits include protection in the case of tax inspection, legal and HR advice, as well as local networking groups and business banking.

### Support to develop export contacts

- **Expert guidance and support:** publication of opportunities offered by [Export Strategy and advice on international trade](#).
- **Export advisers or experts:** advice for [UK business trading with Europe](#), plus links to the Government's [export support service](#).

### Language services

FSB does not currently promote language services.

### ATC member touch points

- 1 Check out what business benefits FSB membership could offer to you.
- 2 Connect with your local FSB branch and use ATC messaging on LO-C 30 to promote the value of language services to exporters (with help from the ATC CCL if needed).
- 3 Network with other business owners and promote yourself as a partner of choice for language services.

**Cost of membership:** £177 in the first year to access services.

### Contact details

Join the FSB at <https://www.fsb.org.uk/join-us/membership.html>.

## We can do so much more with YOUR help!

ATC members are a central element in our drive to gain recognition for our association.

The ATC is constantly building upon the networks already in place between members, their local business organisations and trade associations. While our members work directly on finding potential new clients, we are actively engaged in leveraging this action for greater impact.

### ATC collaboration initiatives

Your association is currently pushing forward on two fronts, building commercial collaborations with business organisations and trade associations.

The aim of this two-pronged approach is to push ATC members forward as the UK's most trusted providers of language services and to increase recognition of our logo as a mark of excellence.

### Our objectives

- Forging and fostering strategic connections with business organisations and associations locally and nationally, positioning the ATC as an authority on language services, and its members as credible, quality and solutions-driven partners
- Promoting the value of translation, interpreting, and language services
- Identifying and building business and collaboration opportunities between ATC member companies and local and national business organisations, associations and communities
- Actively engaging with member companies to understand the commercial collaborations they most benefit from, and involving member companies in local collaborations
- Actively working towards increasing the ATC's membership in the UK
- Developing contacts with local and national media, drafting engaging communications content
- Hosting meetings, webinars, round tables, and events

### Commercial Collaborations

Sarah Bawa Mason, the ATC's Commercial Collaborations Lead (CCL), is working to build regional ATC hubs, forming partnerships with local Chambers to run 'languages for export' opportunities where ATC members can showcase their expertise, and forming links between the ATC, local business organisations and other export advice entities in providing support in the form of information, advisement and even training.

### Trade Association partnerships

Raisa McNab, the ATC's Chief Executive Officer (CEO), is working to establish the ATC as a leading industry association and a credible partner for international trade best practices and opportunities, exploring and forging partnerships with client-side trade associations in sectors relevant to ATC member companies.