



Steuer Gregsson Intelligence

Research & Consultancy - Case Study

The Project



We were approached by an foreign delegate on visit to the UK looking to establish links with UK companies in a specific market to partner with them and establish a business in the Middle East. The UK had greater expertise than Middle Eastern countries in the given scientific field and therefore the export of the product knowledge would have mutual benefits.

Deliverables

We investigated the number and spread of businesses operating in the sector and identified a number of companies that may be in a position to partner:

- * Identification of companies operating in the specific sector
- * Research to provide information on each company identified
- * Assistance with initial contact by drafting introductory letters
- * Assistance with further contact to arrange meetings

Our research into the companies operating in this scientific sector and knowledge of the UK market place and culture was presented direct to the client to allow them to forge links with UK businesses.



Outcomes

By using our services to carry out research into potential partners, coupled with our knowledge of the UK marketplace, the client was able to identify and contact UK businesses more effectively than had they been attempting this from the Middle East. When they did visit the UK their time here was more productive and worthwhile.