



CULTIVATING A FRESH INTERNATIONAL APPROACH WITH SEAEXPERT

BACKGROUND

As part of the FANBEST project, the Greater Manchester Chamber of Commerce (GMCC) delivered a series of seminars and webinars to help support businesses and innovation in the Blue Economy. The FANBEST Programme is funded by the Interreg Atlantic Area.

Following the success of this series, the GMCC's role culminated with the creation and launch of the **Blue Internationalisation Programme**, in which five SME companies – including seaExpert – were chosen to receive up to €10,000 (EUR) worth of support as well as guidance to advance their international trading potential and grow towards global success. We officially launched the Programme in September 2022, and welcomed companies located in Portugal, France, Ireland and the United Kingdom.

IN THEIR OWN WORDS...

“We supply a wide variety of industries with wild harvested seaweed.”

Based in Portugal, seaExpert is a multifaceted company; activities include artisanal fishing, seaweed and algae supply, and consultancy.

The company's main business comprises of cultivating wild seaweed to supply to various industries, including cosmetics and biotechnology.



BUSINESS OBJECTIVES

seaExpert set out to focus on the seaweed cultivation side of their business, with an ultimate goal to establish a reputation as the go-to supplier of wild seaweed worldwide.

To do this, the team were keen to engage the GMCC's support with developing a more professional international strategy and presence, as well as solid brand messaging to help strengthen their approach to potential clients in mainland Europe.

ACTION PLAN

- Strengthen & secure commercial side of the business
- Identify best routes to market overseas
- Establish physical presence at international tradeshows and events
- Secure new clients and partners overseas





HOW DID WE HELP SEAEXPERT?

- We supported in shaping their **international trade strategy**
- We delivered a series of **workshops and training**, from tradeshow optimisation to customs and export sales/marketing
- We helped **narrow their focus** into the cosmetics sector, focusing primarily on the French and German markets
- We opened the door to the **French support network**, allowing them to connect with French businesses at European tradeshows
- We conducted **in-depth market research** in the German sectors, identifying and contacting potential customers with a catalogue adapted to the German market
- We **supported their visit** to the Cosmetics Business event in Munich where business meetings were pre-arranged for them



WHAT DID SEAEXPERT TAKE AWAY FROM OUR PROGRAMME?

- **New contacts** in key sectors for potential buyers and partners.
- A target market with **real focus**. We helped to build **tangible international connections** and **bespoke catalogues** for their target industries and specific international markets.
- **A sharper approach to networking** at tradeshows and events. Expertise from GMCC's training helped the seaExpert team to secure crucial conversations with key **international contacts**.
- **Refined brand messaging** alongside **social media training** to help boost brand awareness.
- Stronger **business structure**, with more clarity on end markets to help accelerate international growth.

With our help, the below outcomes were delivered for seaExpert:

4 MEETINGS SECURED

10 CONNECTIONS IN GERMANY

3 CONNECTIONS IN FRANCE



“For seaExpert, the GMCC’s Blue Internationalisation Programme really helped us to focus our product into key international markets.

“The breadth of knowledge gained - from customs training to social media and tradeshow networking - will be key as we continue to grow the business across the seas.”

Artur Oliveira, Commercial Director

WHAT’S NEXT FOR SEAEXPERT?

With new knowledge and connections, the team will continue to grow the business and strengthen seaExpert’s presence in key international markets.