



HELPING MAPPEM GEOPHYSICS TO MAGNETISE THEIR POTENTIAL!

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 MAPPEM Geophysics – 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...

“Enhancing insight into the marine subsurface with innovative electromagnetic methods.”

Based in France, MAPPEM Geophysics' state-of-the-art marine electromagnetic methods and instruments help companies with offshore projects to identify hazards on the subseabed. Their innovative surveys can image the electrical resistivity of the subseabed, measure electromagnetic fields, and locate and identify buried objects, from debris to WW2 mines!



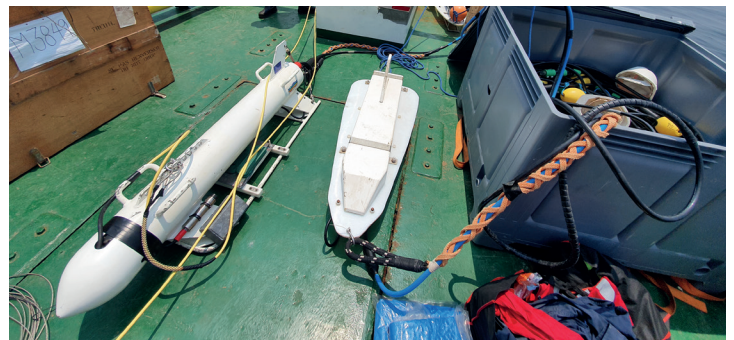
BUSINESS OBJECTIVES

When approaching the programme, MAPPEM were keen to further establish their technology across international sectors. With an established renewable energy sector - and an accessible location across the English Channel - MAPPEM focused on the UK market.

The team also wanted to cultivate international research and development projects in fields such as defence, environment, and deep-sea exploration.

ACTION PLAN

- Re-define messaging
- Cultivate new marketing approach
- Identify global clients
- Develop international growth strategy
- Secure overseas investments





HOW DID WE HELP MAPPEM?

- We supported in shaping their **international trade strategy**
- We delivered a series of **workshops and training**, from customs basics to growth acceleration and tradeshow optimisation
- We carried out **market research** focused on the UK to identify competitors, customers and future opportunities
- We **supported their visit** to the Ocean Business event in Southampton by **funding an exhibition stand** and prearranging a series of business meetings



WHAT DID MAPPEM TAKE AWAY FROM OUR PROGRAMME?

- In-depth **market research reports**, focusing on key **international audiences** – including reporting on the UK state of market.
- A more **successful tradeshow presence**. GMCC’s training and at-event support resulted in a smooth sailing stand and meetings with **potential clients** across the English Channel.
- A translation of **brand messaging**, using market research to pull away from the technical and move towards easily-accessible, **commercial language** for overseas trading.
- **New connections** in MAPPEM’s target market, with potential to lead to future sales and partnerships.
- A more focused strategy for international networking. MAPPEM are now heading to tradeshows with solid goals in mind – booking meetings in advance and optimising product communication at the stand.

With our help, the following outcomes were achieved for MAPPEM Geophysics:

8 TRAINING SESSIONS ATTENDED

8 MEETINGS ARRANGED WITH POTENTIAL BUYERS/PARTNERS



“The programme was almost too good to be true. We kept asking ‘but what’s the catch?’

“In particular, the way the GMCC helped with translating our brand messaging from technical to commercial has been a gamechanger when approaching potential international clients.”

Andrew Weller, Business Development Manager

WHAT’S NEXT FOR THE MAPPEM TEAM?

Putting their newfound international trading knowledge to use, the MAPPEM team are already in preparation for their next networking event. The team continue to follow up with connections from the Ocean Business tradeshow, which they hope will lead to fruitful partnerships in the future.