

## Publicity Service Spain

### Contact Information

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## What is UKTI?

UK Trade & Investment is the Government organisation that supports companies in the UK trading internationally and overseas enterprises seeking to locate in the UK.



UK Trade & Investment has more than 40 offices throughout the UK, based in partner organisations such as Business links, Chambers of Commerce and Regional Development Agencies. Here in Spain, a network of dedicated Trade Officers is on hand to support you with local knowledge, business contacts and market access.



## What can UKTI do for you in Spain?

Whether you are new to selling overseas or you are an experienced exporter trying to break into a new market, UK Trade & Investment offers a wide range of assistance to help you achieve your goal. Our team in Spain will work with you to develop a tailored strategy and service package focused exclusively on helping you to succeed in the Spanish market.

## What can Publicity Service Spain do for you?

Publicity Service Spain can help you reach your Spanish business audience directly. Our aim is to help you obtain editorial coverage in Spain for your product, process or service, raising awareness and capturing the interest of agents, distributors and potential customers.



This service is not advertising. Publication depends on an editor judging a story to be newsworthy, and adhering to a measured editorial style. Although publication cannot be guaranteed, this is a highly cost-effective publicity service with an excellent track record.

Publicity Service Spain runs under the existing Overseas Market Introduction Service (OMIS) delivery model and includes a Spanish language translation. It can be commissioned as a stand-alone service or a 'bolt-on' to other OMIS work or reports.

## Publicity Service Spain will deliver:

- A Spanish language translation of your press release.
- Distribution to appropriate sections of the press and trade media in Spain.
- A list of media outlets (trade and other suitable publications) targeted on your behalf by the trade team in Spain.
- Publication of the press release on our Spanish language website: [ukinspain.fco.gov.uk](http://ukinspain.fco.gov.uk)
- If published we will send you a copy of the article.
- A range of other marketing services are available on request

## What you provide:

- An English language press release, ideally 350-500 words, which includes key selling messages and technical specifications.
- One additional page of supporting explanation and/or background brief on what you would like us to deliver.
- A digital photograph illustrating your product, in 'jpeg' format with a minimum resolution of 300dpi.
- Details of any existing agents/distributors in the Spanish market.

## How to order Publicity Service Spain

Contact us here in Spain (see details overleaf). You can also use your International Trade Advisor, details of which can be found on the UK Trade & Investment website or under "Export from the UK" web page:

[www.ukti.gov.uk](http://www.ukti.gov.uk)

Alternatively, please complete the reply card and fax it or post it to the stated address. We look forward to working with you.

