



**VISIT ENGLAND**

**3 - 6 March 2025**

# Unlock Exclusive UK Market Insights and Connections!

By joining this trip, you'll get to:

- **Master Your Pitch** for the UK Market
- **Access Key UK Decision-Makers** at Interchange
- **Gain Strategic Insights** at the Annual ITS UK Seminar
- **Expand Your Network** at a VIP Event with Ambassadors
- **Experience Exclusive Site Visits** in Manchester and London
- + **Secure 1-on-1 Meetings** with Local Clients and Partners

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# Proposed Agenda

## Sunday 2.3.

**Travel to London**  
*Accommodation: TBC*

## Monday 3.3.

**UK pitch training**  
*by Ashley Ward*

**Evening:**  
Travel to Manchester  
*Accommodation: TBC*

## Tuesday 4.3.

**Interchange 25**  
incl. ITS UK Annual  
Conference

- Stand visits
- Meetings
- Insights to the UK

*Address: Manchester  
Central*

## Wednesday 5.3.

**Interchange 25**  
Site visit(s)

**Afternoon:**  
Travel to London

**Networking event**  
*hosted by the  
Ambassadors of  
Finland and Estonia*

## Thursday 6.3.

**B2B meetings**  
for those using the  
experts' services

**Site Visit(s) at London**  
City of London meeting

**Evening:**  
Travel back home

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# UK Pitch Training

Our visit to the UK kicks off by one-day training to set the tone for a successful business visit.

## The Coach: Ashley Ward

With the lead of Ashley, you'll dive deep into the sales tactics and buyer's motivations and get to refine your sales pitch for the demanding UK audience.

[Learn more about Ashley](#)

**Strategy**

**Buyer motivations**

**Market Definition**

**Sales process anatomy**

**Pitch and Critique**

**Closing Techniques**

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# Interchange25 & ITS UK Conference

Meet key decision makers in the UK: a rare opportunity to meet the locals as one of the few international delegates among the event.





[Interchange](#) brings together over 2.000 influential UK players from both private and public sectors, all in one place in Manchester.

Organized in collision, the ITS UK Annual Conference offers a deep-dive to the UK trends and technologies.

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# What's Included in the Visit Package?

1. UK pitch training in London 
2. Interchange tickets (stand option) 
3. Joint visit program & meetings 
4. Ambassadors' networking event 

## **Price: 1200 € / organization**

SMEs in ITS Finland and ITS Estonia networks are eligible up to 50 % support of the cost.

*Hotel and flight booking is handled by each participant themselves. ITS Finland and ITS Estonia will make recommendations.*

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# + Consultancy services for the UK

UK-based expert Mark Dodsworth, Europartnerships Ltd., will support you with shortlisting potential cooperation partners and clients in the UK market. As a result, you will get:

- Market readiness evaluation
- Company-specific advice and support for doing sales in the UK
- A list of key contacts in the UK
- 3 B2B/B2G meetings with relevant stakeholders

**Service cost:** €2.100 + VAT

SMEs that are ITS Finland members are eligible to receive financial support up to 80% from the total cost.

Service available until March 2024.



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# More information



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Interreg



Co-funded by  
the European Union

Central Baltic Programme

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ISMEF

The export promotion program is supported as part of ISMEF, an Interreg Central Baltic Programme 2021-2027 project co-funded by the European Union