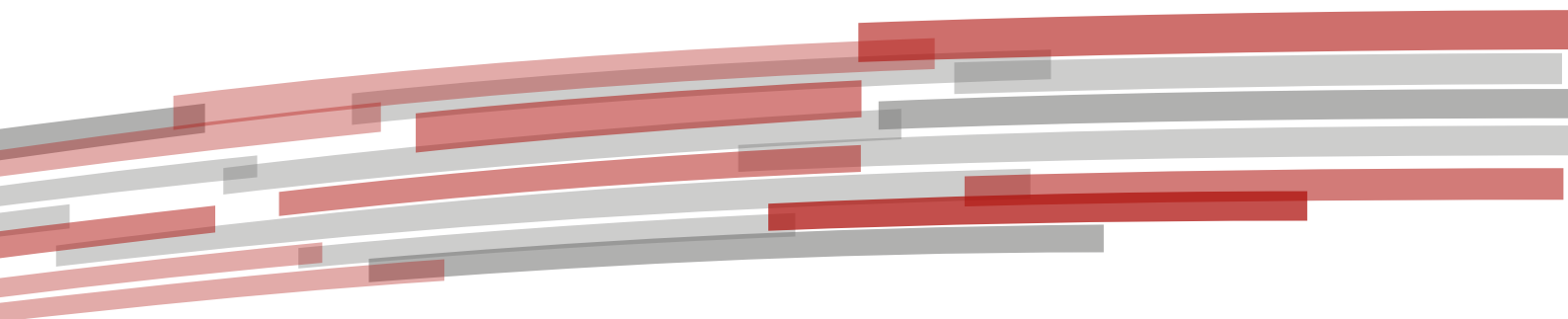




**CommonwealthFirst**

*A world champion  
in SME support*



## What is CommonwealthFirst?

CommonwealthFirst has been established by the Commonwealth Enterprise and Investment Council (CWEIC) to encourage small and medium enterprises (SMEs) to trade and invest across the Commonwealth; a market comprising 53 English speaking countries with a combined population of 2.2 billion – at least 60% of whom are under the age of 30 – and a combined GDP of approximately US\$9.6 trillion.

The Commonwealth Factor, with its shared language, complementary legal systems and business practices, helps make trade on average 19% cheaper between members countries. By 2020 Commonwealth trade is expected to double to US\$1 trillion.

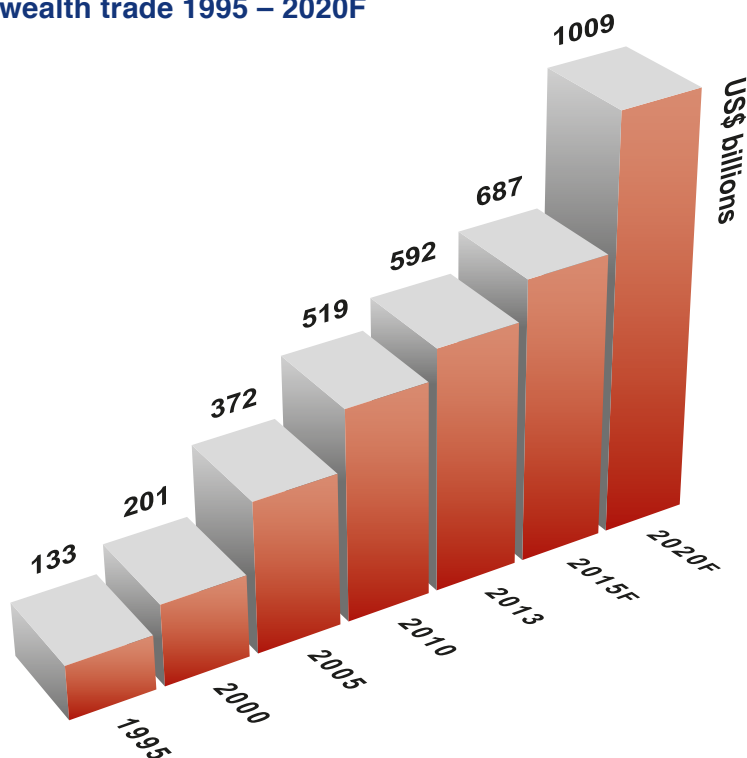
Over the next three years 100 leading UK SMEs will be selected to become Commonwealth Export Champions.

Through intensive training, mentoring, trade missions and business development support, Export Champions will be supported in their quest to win new business in the fast growing Commonwealth markets. Their success will be showcased as an encouragement to the wider business community to make greater use of the Commonwealth network.

The CommonwealthFirst website provides support for all businesses looking to trade and invest in Commonwealth countries, as well as an e-commerce platform powered by Royal Mail.

The vision is to expand the programme to businesses in other Commonwealth countries after the initial three year focus on UK SMEs.

## A rising Commonwealth tide Intra-Commonwealth trade 1995 – 2020F



## Invitation to become a CommonwealthFirst Export Champion

One hundred outstanding UK SMEs will be selected over three years to become Commonwealth Export Champions.

Export Champions are drawn from the very best in their markets and selected on their potential for innovation, level of impact and ambition. Whether start-ups or long established businesses, CommonwealthFirst Export Champions will have high potential in taking advantage of the trading opportunities provided across the Commonwealth.

As part of a unique cohort, Export Champions will receive:

- Unrivalled mentoring & business development support
- Access to high-level trade missions & events
- Fantastic profiling & media exposure
- New business opportunities



**CommonwealthFirst**  
**EXPORT**  
**CHAMPION**

### HOW TO APPLY

*If your business has what it takes to become a Commonwealth Export Champion then visit [www.commonwealthfirst.org](http://www.commonwealthfirst.org) for further information and details on how to apply.*

## Advisory Board & Mentors

### Advisory Board



**Lord Marland**  
Chairman  
Commonwealth Enterprise  
and Investment Council



**Oliver Everett**  
Chief Executive  
Commonwealth Enterprise  
and Investment Council



**Nick Landon**  
Managing Director  
Royal Mail Parcels



**Tommy Hutchinson**  
Founder and CEO  
i-genius

### Mentors include:



**Amali de Alwis**  
CEO,  
Code First: Girls



**Elizabeth Diaferia**  
Senior Advisor  
Tech City UK



**Robert Kelsey**  
CEO, Moorgate  
Communications



**Jane Khedair**  
London Business  
School



**Deborah Leary**  
CEO, Forensic  
Pathways



**Roy Newey**  
Founder, Growth  
Partnership



**Andy Thorne**  
Chairman  
Kestrel Group



**Joseph Zammit Tabona**  
Special Envoy to the  
Prime Minister of Malta for  
Investment Promotion

## Launch of CommonwealthFirst



CommonwealthFirst  
launched at the  
Commonwealth  
Business Forum in  
Malta, 2015

“ CommonwealthFirst is an enormous step forward in helping us to achieve our mission of helping Governments and the private sector to understand and utilise the Commonwealth network. ”

**Lord Marland** - Chairman, Commonwealth Enterprise and Investment Council

“ CommonwealthFirst will complement the UK Government's efforts in helping UK companies to think internationally. This initiative will enable us to deliver on the potential of the Commonwealth network for UK businesses – something that we have overlooked for too long. ”

**Lord Maude** - Former UK Minister of State for Trade and Investment

“ Royal Mail is committed to helping UK SMEs trade and invest internationally. CommonwealthFirst offers a unique platform to bring our exporting expertise to bear and build on the historic connections between our countries in a rapidly changing business landscape. ”

**Nick Landon** - Managing Director, Royal Mail Parcels

### PARTNER WITH US

**CommonwealthFirst is keen to partner with a wide range of organisations and companies to communicate and deliver this world-class programme.**

**To support this initiative with brand association or to provide practical support to enhance its delivery, please contact : [info@commonwealthfirst.org](mailto:info@commonwealthfirst.org)**

## What is the **Commonwealth**?

### 2.2 billion citizens

The Commonwealth is a voluntary association of 53 independent countries. It is home to **2.2 billion** citizens, 60% of these are under the age of 30.

### English language

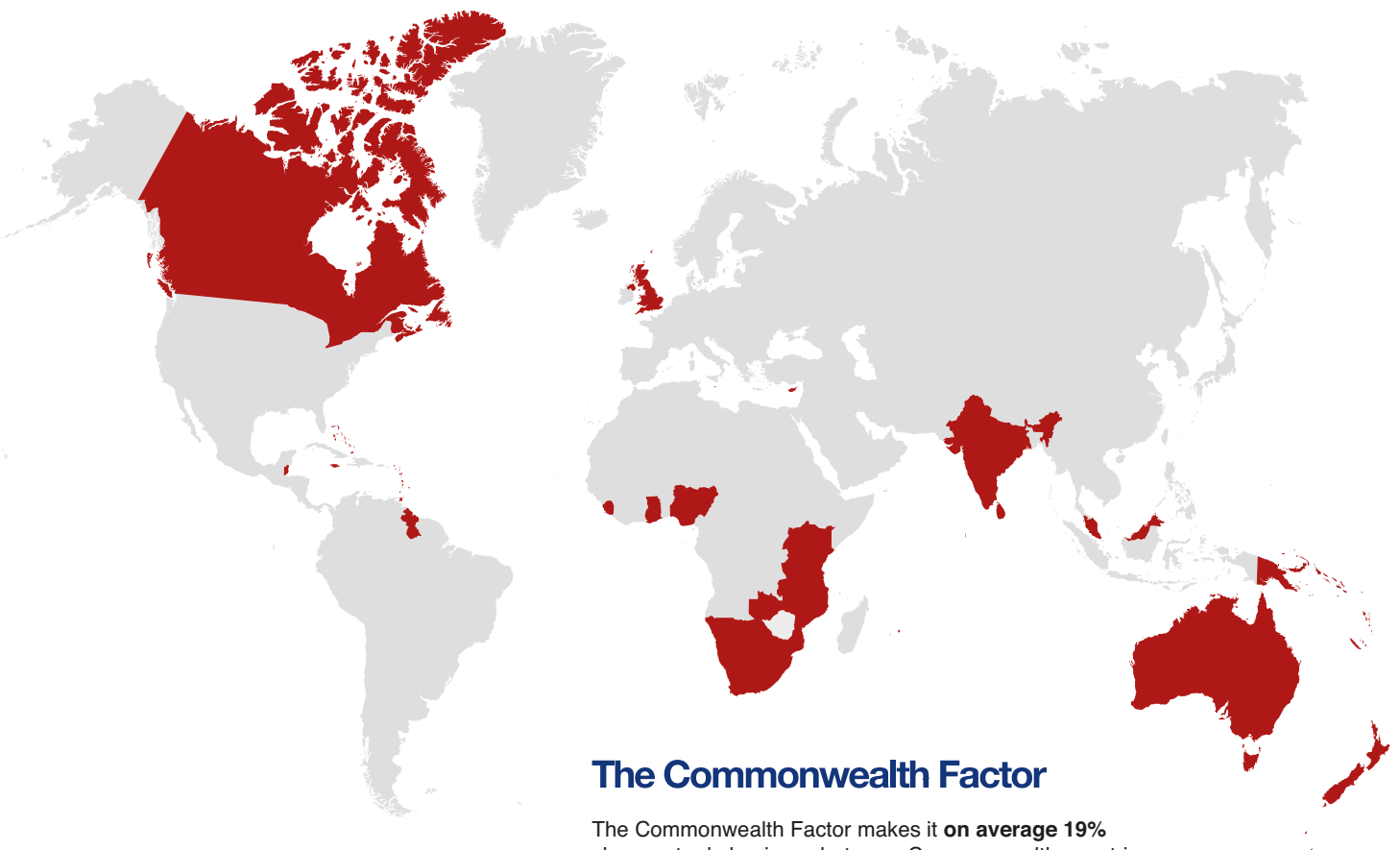
**English**, the world business language, is the official language or mother tongue of all Commonwealth members.

### US\$9.6 trillion

The Commonwealth includes some of the world's largest, smallest, richest and poorest countries, spanning five regions, with a combined GDP of **US\$9.6** trillion in 2013.

### 4.1% growth

Between 2013 and 2015 Commonwealth countries are expected to grow at a combined rate of **4.1%** in comparison to 1.8% in the EU and 2.6% in the US.



## The Commonwealth Factor

The Commonwealth Factor makes it **on average 19%** cheaper to do business between Commonwealth countries thanks to similar legal structures and cultural similarities.

### 40% of the global workforce

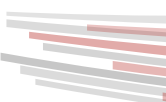
By 2020 **40% of the global workforce** will be in the Commonwealth, which is expected to add a further 800 million people to its workforce by the middle of the century.

### Shared values

The Commonwealth's **commitments to its values** of democracy, rule of law and a free press provide a global "stamp of approval" which helps to attract long term and sustainable investment.

### 1 billion consumers

The Commonwealth is adding to its middle class faster than any other grouping. By 2020 the Commonwealth will contain over **1 billion** middle class consumers.



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## Founding Partners

### COMMONWEALTH

*Enterprise and Investment Council*



#### CWEIC

The Commonwealth Enterprise and Investment Council facilitates trade and investment throughout the 53 states of the Commonwealth and supports private sector companies and governments to promote economic activity. We work with member companies to expand their businesses and to help with new investments in any Commonwealth country.

#### Royal Mail

Royal Mail is the UK's most trusted letters and parcels delivery company who connect companies, customers and communities across the UK, delivering a 'one-price-goes-anywhere' universal postal service to over 29 million addresses. As a FTSE 100 organisation we are focused on being recognised as the best delivery company in the UK and across Europe.

#### i-genius

i-genius is a world community of social entrepreneurs which promotes social entrepreneurship and the wider social economy via a network in almost 200 countries. It has developed projects in around 40 countries including the European Union's Web-COSI. i-genius is co-founder of the Global Centre for Healthy Workplaces.

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## For more information:



✉ [info@commonwealthfirst.org](mailto:info@commonwealthfirst.org)

🌐 [www.commonwealthfirst.org](http://www.commonwealthfirst.org)

