



Department for
International Trade



The Department for International Trade's Export Academy North West Workshops

The Export Academy, from the Department for International Trade (DIT), gives small and micro-businesses the know-how to sell to customers around the world with confidence.

What is the Export Academy?

The Export Academy is a free programme of support, where you'll learn directly from experts in international trade who are on hand to provide support across a range of sectors and businesses, from selling children's clothes to Spain, to providing PR services for clients in the US.

The programme is made up of a series of ten core interactive educational sessions with exclusive content based on feedback from our delegates and designed specifically to help small and micro businesses understand everything they need to know in order to sell internationally.

The North West Programme

Please see dates below for the North West specific workshop sessions as part of The Export Academy

Dates

Core sessions to run:
12 January - 11th February and
16th February - 18 March 2021
Twice weekly - 10:00 - 11:00, GMT
Additional one-off specialist sessions to be confirmed

Registration

Visit: <https://www.events.great.gov.uk/exportacademy>

For more information please contact
Chris Baxter, Export Academy Adviser
E: chris.baxter@tradenw.org

1. Understanding the benefits of, and barriers to, export

An overview of the risks and benefits of export; first steps to making informed decisions about internationalisation; laying the foundation for an achievable export plan.

Tuesday, 12 January
Tuesday, 16 February

2. Steps to export

An overview of export documentation, including customs declarations at home and abroad; as well as invoicing and evidence of export; and additional support.

Thursday, 14 January
Thursday, 18 February

3. International market research

Understanding what constitutes effective market research; which key markets to prioritise; when your business should consider it; and why it's important to profitability.

Tuesday, 19 January
Tuesday, 23 February



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The North West Programme (continued)

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4. Pricing strategy and route to market

Getting to grips with price versus cost; export costing; researching prices in a given market; pricing strategies; and routes to market.

Thursday, 21 January
Thursday, 25 February

5. Understanding customs

Understanding key documentation; methods of shipment; legal requirements.

Tuesday, 26 January
Tuesday, 2 March

6. Selling services overseas 1

Marketing your service; ways to develop successful relationships; top success factors.

Thursday, 28 January
Thursday, 4 March

7. International commercial (INCO) terms

Understanding the Incoterm[®] 2020 rules; what they do; what isn't covered; and the impact on the cost of goods.

Tuesday, 2 February
Tuesday, 9 March

8. Selling services overseas 2

Overseas visits; translation and interpretation; exhibitions and promotions; legal costs; overseas staff.

Thursday, 4 February
Thursday, 11 March

9. Export controls

Understanding prohibitions and restrictions; dual-use controls; goods and technology designed for military use; UK export licensing system.

Tuesday, 9 February
Tuesday, 16 March

10. Movement of money

Getting paid: risks and costs; financial regulations.

Thursday, 11 February
Thursday, 18 March

What are the benefits?

Delegates who participate in the Export Academy will be provided with a comprehensive workbook to support their learning and encouraged to identify actions that will enable them to take their business to international customers.



Please note this event is only open to registered businesses based in North East, North West, Yorkshire, the Humber, South West, East Midlands and West Midlands who have a product or service that they are interested in selling internationally. The programme is designed for owners and senior managers of businesses with a turnover of up to £500,000. You may be contacted prior to the event to assess eligibility.

The Northern Powerhouse had a GDP total of £411.8 billion in 2018. In 2019 alone, businesses based in the region exported £57.5 billion worth of goods to every corner of the globe, yet there remains massive potential for future international growth. The region also has high speed rail links, excellent transport, highly skilled workforces and world-class research, with six northern universities ranked in the top 20 for research excellence nationally.

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