



Export Academy

Begin your export journey and unlock your company's international potential with Export Academy. This fully funded programme of exclusive content will guide you through the fundamentals of exporting, leaving you with an immediately implementable export action plan.

Dates

Until June 2022

Organised by

The Department for International Trade in the East of England, West Midlands and East Midlands

For more information contacts us

T: +44 (0) 300 365 1000

E: exportacademy@mobile.trade.gov.uk

Why Export?

Global trade is growing rapidly and UK businesses are superbly placed to take advantage of the opportunities presented. Evidence shows that businesses which export experience higher growth, productivity and are more likely to innovate. Not only do companies who begin selling internationally increase their customer pool, they also become more economically resilient to market downturns.

About Export Academy

The Export Academy programme gives small and medium sized businesses the knowledge and expertise to export. Led by experts at the Department for International Trade and a range of external specialists, this programme has been tailored to help companies overcome common challenges that businesses may face when they first start to export.

Click here to register now!

The programme is comprised of 8 core modules including:

- Market Research
- Export Procedures and Routes to Market
- Pricing Strategy
- Understanding International Commercial Terms
- Understanding Custom Procedures, Tariffs and Export Controls
- Movement of Money

These core modules are repeated across the programme, so if you are not able to make one session you will be able to join it later in the programme.

There are also a wide range of exclusive bonus webinars with previous topics including Selling on Amazon, Leadership for International Trade, Build an International Digital Strategy, Creating a Commercial Invoice, Blogging for Business and so much more.

Businesses that complete the 8 core modules will leave with a completed export action plan to take their business to international customers.

Who is the programme for?

Suitable for companies focused on either goods or services, this programme is an unmissable opportunity for companies who want to make exporting part of their business growth plan and pro-actively sell internationally.

Whether you are new to exporting, have your first order from an international client or are new to an exporting role, this programme will provide you with the knowledge and confidence to begin your company's journey into international markets.



Programme Agenda

25th January	14:00-15:00	Bonus Workshop: How to find new customers with eBay
26th January	11:00-12:00	Bonus Workshop: Rules of Origin when exporting to the EU: Do my goods comply?
1st February	13:00-15:00	Bonus Workshop: Winning Business in International Markets
2nd February	14:30-15:30	Bonus Workshop: Begin to sell internationally on e-commerce marketplaces
10th February	11:00-12:00	Bonus Workshop: Harnessing data to forecast your digital marketing budget
15th February	10:00-11:00	Series 11: Part 1 - Half day workshop encompassing core modules 1-5
17th February	11:00-12:00	Bonus Workshop: Transforming your blog into an international press release
17th February	14:00-16:00	Bonus Workshop: Amazon Europe Masterclass
22nd February	09:30-12:30	Series 11: Part 2 - Half day workshop encompassing core modules 6-10
22nd February	11:00-12:00	Bonus Workshop: Using Google Analytics for International Insight
28th February	10:30-11:30	Core Module 1: Understanding the Benefits and Barriers of Export
2nd March	10:30-11:30	Core Module 2: International Market Research
7th March	10:30-11:30	Core Module 3: Export Procedures
9th March	10:30-11:30	Core Module 4: Routes to Market
10th March	11:00-12:00	Bonus Workshop: Letters of Credit: What are they and how to successfully obtain one
14th March	10:30-11:30	Core Module 5: Pricing Strategy
16th March	10:30-11:30	Core Module 6: Understanding International Commercial Terms
21st March	10:30-11:30	Core Module 7: Selling Services Overseas (Part 1)
23rd March	10:30-11:30	Core Module 8: Understanding Custom Procedures, Tariffs and Export Controls
28th March	10:30-11:30	Core Module 9: Selling Services Overseas (Part 2)
30th March	10:30-11:30	Core Module 10: Movement of Money & Getting Paid

[Click here to register now!](#)