



**A WORLD OF
OPPORTUNITY AWAITS**



Department for
International Trade

**EXPORTING
IS
GREAT**
UNITED KINGDOM OF GREAT BRITAIN & NORTHERN IRELAND



Three basic questions...

- What is the Department for Trade and what can they do for me?
- Am I ready to export?
- What happens after today?



What is the Department for Trade and what can they do for me?

- DIT was formed last summer, following the EU referendum, under Secretary of State Dr Liam Fox
- Formerly UK Trade & Investment, the UK's export and inward investment agency
- DIT now also includes trade policy, future trade deals and UK Export Finance (govt export credit guarantee agency)

- Over 300 international trade advisers across London and the UK
 - guide you as to what help and support is available; tailor it to your needs
 - advise as necessary on strategy and focus
- Global network of trade advisers in over 100 markets around the world
- Runs events, trade missions and inward delegations
- Export portal: <https://www.export.great.gov.uk>
- Some funding to support specific activities; mostly aimed at new exporters



Am I ready to export?

- Is the service we offer readily exportable and is there an obvious market for it overseas?
- Is my practice sufficiently resourced and managed?
- Have we got enough money in the bank to finance it?
- Do we have a clear USP that will generate competitive advantage?
Is it sustainable?
- Does our website and marketing collateral reflect our strengths and capabilities?
- Are we ready for the cultural challenges that lie ahead?
- Are we ready to face and manage the increased risk of doing business overseas?



What happens after today?

- Reflect; research; review
- Register at the DIT portal: <https://www.export.great.gov.uk>
- Develop an export plan:
 - contact me or your local DIT office
 - formalise your self-diagnosis
 - focus on one or two markets
 - develop an outline export plan
 - reach out to the DIT global network
 - develop an execution strategy
 - win some export business



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