



Masterclass: Export Essentials

Make international sales part of your business growth strategy

Dedicate a day away from the workplace to develop the basis for your company's export strategy.

This workshop has been designed to allow you to take a strategic view of your company and help you focus on your objectives for doing business in new international markets. As well as providing you with a grounding in the fundamental principles of international trade, you will benefit from sharing in the planning process with other business leaders. You will be accompanied by UKTI advisers and have the chance to raise any current issues you face.

You will cover the essential elements of exporting, including:

- market research
- market selection
- product and service tailoring
- routes to market
- international communication
- intellectual property protection
- overseas selling
- effective marketing planning
- shipping and documentation
- export finance and getting paid
- international contracts
- developing a strategic international trade plan

Who should attend?

The workshop is tailored to companies in the early stages of selling overseas. It should be attended by a key decision maker involved in determining your company's export strategy.

Register:

View dates, locations and book your place online:

www.uktimasterclasses.eventbrite.co.uk

Time:

9:00-16:30

(Refreshments and lunch included)

Cost:

Free

Further information:

Babita Shahjahan - Customer Services Adviser (Programme)

T: +44(0) 121 607 1815

E: babita.shahjahan@mobile.ukti.gov.uk

