



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 May - 11 June 2021  
Wednesdays & Fridays @ 14:00 GMT

### Registration

Visit: [www.events.great.gov.uk/  
exportacademy](http://www.events.great.gov.uk/exportacademy)

**For more information please contact**  
Chris Baxter, Export Academy Adviser  
E: [chris.baxter@tradenw.org](mailto: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.

**Wednesday, 12 May, 14:00**

### 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.

**Friday, 14 May, 14:00**

### 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.

**Wednesday, 19 May, 14:00**



Department for  
International Trade

# The Department for International Trade's Export Academy

## North West Workshops

### The North West Programme (continued)

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

<b>4. Pricing strategy and route to market</b>	<b>5. Customs, export controls, and trade deals</b>	<b>6. Selling services overseas</b>
Getting to grips with price versus cost; export costing; researching prices in a given market; pricing strategies; and routes to market.	Understanding key documentation, and legal requirements; understanding prohibitions and restrictions; overview of free trade agreements.	Marketing your service; ways to develop successful relationships; considering factors that could open the door to opportunity.
<b>Friday, 21 May, 14:00</b>	<b>Wednesday, 26 May, 14:00</b>	<b>Friday, 28 May, 14:00</b>
<b>7. International commercial (INCO) terms</b>	<b>8. Movement of money</b>	<b>9. Customs, VAT, and rules of origin</b>
Understanding the Incoterm® 2020 rules; what they do; what isn't covered; and the impact on the cost of goods.	Getting paid: risks and costs; financial regulation; economic considerations in the movement of money over international borders.	Understanding export paperwork in a little more detail; particularly with regard to VAT and place of service; and key documentation in the shipping process.
<b>Wednesday, 2 June, 14:00</b>	<b>Friday, 4 June, 14:00</b>	<b>Wednesday, 9 June, 14:00</b>
<b>10. Creating an Export Action Plan</b>	<b>Master Classes</b>	
Institutional support available in your strategic planning; overseas visits; translation and interpretation; exhibitions and promotions; legal costs; overseas staff.	Additional master classes will be available as part of the overall programme, led by international specialist <a href="#">Norma Foster</a> . Norma is a business leader with experience across both public and private sectors. She has particular expertise in economic regeneration and the development and implementation of creative programmes and projects embracing and embedding digital best practice.	
<b>Friday, 11 June, 14:00</b>	<b>A step-by-step guide to internationalise your marketing and website</b>	
	Monday 17 May / 14 June @ 10:00 - 12:00 Learn the 7 practical and productive steps to help you win more export business from your marketing and website with case studies from successful exporters	
	<b>LinkedIn - How to win new international business</b>	
	Monday 24 May / 21 June @ 10:00 - 12:00 Learn how to create a LinkedIn All Star profile and generate new business opportunities in 1 simple session - a roundup of our top advice and recommendations to boost your international profile and global sales.	

The Northern Powerhouse had a GDP total of £411.8 billion in 2018. In 2020 alone, businesses based in the region exported £50.5 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.

