

How we Support Exporters

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My International Experience

UK, Europe, MENA, USA, China, Japan





Department for International Trade (DIT UK) Structure

DIT has 9 teams based in the English regions.

- I work for the SW Team (HQ in Bristol), the largest geographical region in England as covers 7 counties North to Gloucestershire (where I'm based) South to Dorset and as far East to Lands End, Cornwall.
- We provide Export Support for DIT, there is a team of International Trade Advisors (ITA's) plus back up support staff in areas such as Policy and Digital specialists. Etc.
- We cover all Sectors and countries. We have Sector Leads on Advanced Engineering, Tech, Energy, Maritime, Healthcare and Professional Services.



Find local DIT export support in the English regions [Here](#)





DIT: International Trade Advisers

- Experienced former exporters or sector specialists
- Strategic export development advice
- Export coaching and mentoring
- Access point to all DIT support UK & Worldwide
- **More recently with BEIS etc providing Brexit and COVID-19 resilience support ie funding and advice etc.**

-  LOCAL
-  FAMILIAR WITH YOUR INDUSTRY
-  AND WILL ASSESS YOUR COMPANY'S EXPORT READINESS





Our Partners & Networks

UK Government. - we work with DIT HQ- senior staff, Ministers and other Gov Departments, i.e. BEIS.

UKEF - UK Export Finance now part of DIT, refer to later slide.

Institutes incl. Institute of Exports, Management, Directors, Accountants.

Local Government – incl. Chambers of Commerce, LA's, Councils & LEP's, Growth Hubs etc.

Local Networks including Companies, Cluster Groups and Export Champions.

Independent service providers in the UK or overseas incl. banks, accountants and lawyers

Overseas Network – Over 100 Embassies, Consulates and High Commissions plus delivery partners grouped into nine regions across the world each reporting to a Trade Commissioner:

- Latin America and the Caribbean
- Africa
- North America
- Europe
- Eastern Europe and Central Asia
- Middle East
- South Asia
- Asia Pacific
- China and Hong Kong



Department for
International Trade



Our Support Services

The Services list details the services and products that assist UK businesses to grow through **exporting**.



The List has over 40 different types of Services but in summary we help in:-

- Business strategy and planning
- Financial expertise including access to funding and support.
- Market research, contacts, visits and exhibitions.
- Identifying new export opportunities and any trade barriers.
- Ministerial visits overseas and in the UK.
- Digital and e-commerce.
- IP Protection.
- Export Controls and documentation.
- Export Training.





Exporter Support : Key Services & Links

- Exporting is Great. Export opportunities and respond to specific demand.
<https://www.great.gov.uk/export-opportunities/> - see signature links.
- Register business profile and find a Buyer/Supplier on <https://www.great.gov.uk/find-a-buyer/>
Add company Profile and on <https://find-a-buyer.export.great.gov.uk/>
-  has information about exporting <http://opentoexport.com> and a template to Export Action Plans.
-  We are members of and has useful information <https://www.export.org.uk/>
- Market entry and visits incl Trade Missions and support including:
OMIS (Overseas Marketing Introductory Service) to research markets, and develop networks
<https://www.great.gov.uk/advice/find-an-export-market/research-export-markets-online/>
- TAP (Trade Access Programme) for specific trade exhibitions
www.gov.uk/guidance/tradeshaw-access-programme contains link to excel listings.





Other Support

- E-Commerce and E-exporting advice from Digital Trade Advisors.
- Trademark-IP Advice through IP specialists.
- Brexit – <https://www.gov.uk/prepare-to-export-from-great-britain-from-january-2021>
- Grants available for SMEs - <https://www.customsintermediarygrant.co.uk/sme-brexit-support-fund>
- Country information with Doing Business/Overseas Risks Guides.
- Export Documentation & Training (incl Bristol & Dorset Chambers)
- Network of business support including Export Champions, Council, LEP's, BEIS, etc.
- Events – Globally and local events, workshops, webinars hosted by DIT & various partners. <https://www.events.trade.gov.uk/> <https://www.businesswest.co.uk/events/>



Co-investment for SMEs from DIT using European Regional Development Funding (ERDF)

The fund



launched
14th December 2020



provided by
Department for International Trade (DIT) and European Development Funding (ERDF)

Recipients



SMEs¹ in England

with



International high growth potential



Product \ service suitable for export



£500k+ sales \ turnover (desirable)

Available funding



Co-investment funding (£1k to £9k)
total varies between LEP² areas



ERDF support allocated by LEPs
amount available reflects their contribution



Available in all LEP areas
except Cornwall and Isles of Scilly

How to apply

1

Contact [DIT's Regional Network](#)

2

Agree an export action plan

3

Application advice provided if appropriate

Using the funding

Eligible expenditure – activity which hasn't yet started or been committed to

Third party advice to prepare for export

- market research
- market selection and entry advice
- advice on Intellectual Property Rights
- cross cultural negotiation support and standards
- translation and cultural advice
- international trade legal advice
- PR support
- international social media and search engine
- optimisation
- international marketing
- routes to market/agency advice
- overseas business environment
- due diligence

SME participation in Trade Fairs, Missions and market development visits may also be supported.

Ineligible expenditure

- production/operational costs
- direct subsidies
- routine expenditure
- capital costs
- salary/employment costs
- purchase of assets

¹Small and Medium sized Enterprise (SME)

²Local Enterprise Partnership (LEP)



Export Academy



What is the Export Academy?

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.

It is designed for businesses in the South West with a turnover up to £500,000 who are new to exporting or want to brush up their skills.

The Export Academy is a FREE series of 10 webinars on key skills, plus ad hoc masterclass events, roundtables and drop-in sessions.



Export Academy



Export Academy Core Modules

- Module 1 – The Benefits and Barriers of Export
- Module 2 – International Market Research
- Module 3 – Customs Procedures Part 1
- Module 4 – Pricing Strategy and Routes to Market
- Module 5 – Customs Procedures Part 2
- Module 6 – Getting Paid
- Module 7 – Understanding International Commercial Terms
- Module 8 – Export Controls
- Module 9 – Selling Services Overseas Part 1
- Module 10 – Selling Services Overseas Part 2



Export Academy



More information

You can sign up today at www.events.great.gov.uk/ExportAcademy

The current series started on **Monday 26th April 2021**

Next series is scheduled to start **14th June**

Or for more information contact Emily.Lambert@mobile.trade.gov.uk



UKEF – Mission and Main Products

UKEF Mission is to ensure that no viable UK export fails for lack of finance or insurance, while operating at no cost to taxpayers.



<https://www.gov.uk/government/collections/uk-export-finance-products-and-services>



Export Wins – Our Performance Measurement

Export Wins.....“your success is our success”. They

1. Assist Due Diligence and Transparency whilst respecting confidentiality and commercially sensitive information.
2. Confirm SME and MSB criteria re future support incl funding.
3. Confirm the previous, ongoing and future advice-relationship with UK Gov.
4. Are the “quid pro quo” (balance sheet) of the (mainly free) DIT Services.
5. Are in the form of a quick confirmation questionnaire (2 mins to complete).

