



Department for  
International Trade

 **EXPORTING  
IS  
GREAT**  
BRITAIN & NORTHERN IRELAND



Department for  
International Trade

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# Department for International Trade:

- Government organisation promoting trade and inward investment
  - International Trade & Investment
  - UK Export Finance
  - Policy
- Over 2300 staff & advisers worldwide
- British Embassies, High Commissions, Consulates & trade offices globally



# What do you need?

- A product or service with genuine export potential
  - Do any overseas countries currently use your product / service?
  - Do other markets have the same or similar needs to UK?
- Realistic expectations
- A willingness to invest:
  - Time
  - Resource
  - Export budget



## Barriers to Exporting

- Cost of travel to new markets
- Cost of transport & distribution
- Language and cultural differences
- Import rules & regulations
- Documentation & paperwork
- Currency fluctuations
- Fear of not getting paid
- Honouring warranties
- Lack of time
- Lack of investment
- Finding right information/contacts
- Don't know where to start

**EXPORTING IS A RISK!.....**



# Top Export Mistakes

- Insufficient commitment to Exporting by Senior Mgmt
- Failure to have a solid Agent/distributor agreement
- Blindly chasing email orders / unsolicited opportunities
- Failure to understand country risk
- Ignorance of your IPR
- Lack of attention to product adaptation, labelling & Packing
- Poor attention to marketing



# Key Support Areas

- Export Strategy Planning
- Market Selection
- Market Research
- Market Entry Strategy
- Website Internationalisation
- E-export & Digital Advisers
- Language & Culture
- Intellectual Property & Trademark Registration
- Agent / Distributor / Licence Agreements, JV's
- Getting Paid
- Market Visits & Trade Missions



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# AutoExpo India

- Midlands Engine Trade & Investment Mission
- Drive Midlands & DIT attending
- Part of SMMT 'Great' pavilion
- New Delhi Feb 8<sup>th</sup>-11<sup>th</sup> 2018
- Pune/Mumbai Visit 6<sup>th</sup> & 7<sup>th</sup> Feb
- Focus on Mobility innovation & Technology
- Networking events
- 1-2-1 meeting arranging
- Travel Cost funding available





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# Thank You

# Any Questions?