

Export Academy Midlands and East of England

Begin your export journey and unlock your company's international potential with Export Academy. This fully funded programme of exclusive content will guide you through the fundamentals of exporting, leaving you with an immediately implementable export action plan.

Why Export?

Global trade is growing and changing rapidly and UK businesses are superbly placed to take advantage of the opportunities presented. Evidence shows that businesses which export, experience higher growth, productivity and are more likely to innovate. Not only do companies who begin selling internationally increase their customer pool, they also become more economically resilient to market downturns.

About Export Academy

The Export Academy programme gives small and medium sized businesses the knowledge and expertise to export. Led by experts at the Department for International Trade and a range of external specialists, this course is has been tailored to help companies overcome common challenges that businesses may face when they first start to export. The programme is comprised of 8 core modules including:

- Market Research
- Export Procedures and Routes to Market
- Pricing Strategy
- Understanding International Commercial Terms
- Understanding Custom Procedures, Tariffs and Export Controls
- Movement of Money

These core modules will be repeated across the programme, so if you are not able to make one session you will be able to

join it later in the programme.

Businesses that complete the 8 core modules will leave with a completed export action plan to take their business to international customers.

Who is the programme for?

Suitable for companies focused on either goods or services, this programme is an unmissable opportunity for companies who want to make exporting part of their business growth plan and pro-actively sell internationally.

Whether you are new to exporting, have your first order from an international client or are new to an exporting role, this programme will provide you with the knowledge and confidence to begin your company's journey into international markets.

For more details and to register for the programme, which starts on September 16, 2021 visit the [Department for International Trade website](#).