



Empowering SMEs in International Trade Programme

Delivered by The Export Department, fully funded by the East Midlands Growth Hub Cluster

Following the UK's exit from the EU, 2021 and 2022 will be pivotal and transformative years for UK international trade. The label "Made in Britain" commands respect and a premium price, never more so than in exciting emerging markets. However, export statistics show that UK companies trade predominantly with the EU and are often reluctant to expand beyond the bloc for fear of language, cultural and regulatory barriers.

Export is too frequently labelled as risky, as costly, and as some kind of unachievable objective on the company's growth plan; whilst importing is perceived as overly complex and when done incorrectly can leave companies exposed to unforeseen financial liabilities and penalties. However, the truth is that with the correct guidance and planning, international trade can significantly boost a business' resilience through reducing its dependence on its domestic market, as well providing an incredibly exhilarating and lucrative journey.

There is huge potential for UK brands overseas and there are significant benefits to be derived from a truly global supply chain. However, companies need to be empowered to capitalise on these opportunities! This is why, in conjunction with the East Midlands Growth Hub Cluster, The Export Department is launching a programme of fully funded, targeted, import and export support for qualifying businesses based in Lincolnshire, Leicestershire, Nottinghamshire and Derbyshire.

See support modules below:

International Trade Clinics (up to 2 hours dedicated support)

If you are a business looking to expand your brand overseas through export or indeed to take your supply chain global and import, but you are unsure where to begin, our International Trade Clinics will help get you started on your journey.

During 2 hours of dedicated 1:1 support, you will learn how to optimally prepare, together with the resources and competencies that need to be in place to ensure success.

Our specialists will discuss everything from business readiness, essential research and core international trade documentation through to trade agreements, tariffs, regulation, product/service adaptation and sourcing, routes to market, partner vetting and launch planning for your chosen territory.

Importantly, we will also signpost you to other sources of valuable support offered by the Department of International Trade (DIT), local chambers, other providers offering free or subsidised support.

Who will benefit? Companies new to exporting and importing. Product and service-based companies. SMEs of all size.

How to register? Companies interested in this support can book sessions via Eventbrite (<https://www.eventbrite.co.uk/o/empowering-smes-in-international-trade-programme-34071854063>) or by contacting The Export Department directly.

International Trade Intensive Support / Deep Dive Sessions (up to 6 hours dedicated support)

Perhaps you already export and/or import but you are looking at new territories and products, then this 6-hour intensive support package will ensure you are not only trade compliant but are taking advantage of the many facilitations and duty/tax relief mechanisms available.

Subject matter is very much client-led, based on the opportunity you wish to explore, however topics explored are likely to include trading with the EU post Brexit (covering documentation, UK-EU Trade and Cooperation Agreement, regulation, compliance, tariffs, licensing, Northern Ireland Protocol, VAT, etc.); Trade compliance; Trade facilitation (looking at new and preferential trading opportunities);

Commodity code analysis; Customs warehousing; Transit procedures; Customs special procedures; Rules of Origin; Valuation for Customs purposes; Evidencing Proof of Export; Authorised Economic Operator; Letter of Credit Management and other financial safeguards; Effective trade finance; Incoterms; and more.

Importantly, we will also signpost you to other sources of valuable support offered by the Department of International Trade (DIT), local chambers, other providers offering free or subsidised support.

Who will benefit? Existing or experienced exporters and importers. Product and service-based companies. SMEs of all size.

How to register? Companies interested in this support can book sessions via Eventbrite (<https://www.eventbrite.co.uk/o/empowering-smes-in-international-trade-programme-34071854063>) or by contacting The Export Department directly.

Export Manager Programme (30 hours of dedicated support)

Perhaps you are new to export and have an exciting market opportunity or you are an experienced exporter exploring a new territory; either way, could you benefit from some hands-on, operational support to enhance your in-house capabilities and expedite your project? If so, our Export Manager Programme could provide the perfect opportunity.

This programme provides 30 hours of targeted, operational support to qualifying businesses looking to expand their brands overseas; essentially an export specialist joins your team for a defined period of time. Support is delivered via a combination of targeted coaching and hands on activity, the focus here is on transparency, collaboration and knowledge sharing to ensure that your company is constantly learning and acquiring best practice that it can take forward as it becomes more self-sufficient.

Programme objectives are discussed and challenged at inception and outcomes measured throughout. The range of activities that could be supported as part of this programme are endless, ranging from market research and partner sourcing, through to product adaptation and local market launch.

Who will benefit? Existing or experienced exporters. Product and service-based companies. SMEs of all size.

How to register? Companies wanting to join the Export Manager Programme, can register interest via Eventbrite (<https://www.eventbrite.co.uk/o/empowering-smes-in-international-trade-programme-34071854063>) or by contacting The Export Department directly.



International Trader Peer Support Programme (12 hours of facilitator-led group support)

Collaboration and peer relationships have never been so valuable as companies of all sizes across almost all sectors are grappling with how to recover from the COVID-19 crisis and the UK's departure from the EU.

Our International Trader Peer Support Programme capitalises on this collaborative vibe and connects like-minded businesspeople to form a number of "International Trader Peer Groups". Cohort members can be from companies with differing business maturity, size, sector, location, but they all share one common desire, and that is to be successful in international trade.

Each group meets virtually, once a month for a total of 6 sessions to explore a different, and importantly, current international trade related topic. The Export Department organises and moderates these sessions, arranging guest speakers where relevant.

These sessions serve many benefits, not least the opportunity to network and build long-term, trusted business relationships but also to learn from peers and remain up to date with the wider regional/international outlook.

Who will benefit? Existing or experienced exporters. Product and service-based companies. SMEs of all size.

How to register? Companies interested in this support can contact The Export Department at contact@exportdept.co.uk referencing "International Trader Peer Support - East Midlands"



The Export Department

The Export Department is a boutique consultancy specialising in International Trade, Export, EU trade post Brexit, business resilience, and business growth. Founded by Andrea Collins, a passionate ambassador of UK micro businesses and SMEs, the company employs a team of international trade specialists dedicated to empowering companies to expand their horizons internationally and to raise the profile of UK goods and services abroad.

The company provides a 'one-stop-shop' for all international trade advice and support requirements ranging from initial business readiness through to onboarding of overseas suppliers and export market launch. Support is 100% client-led and can range from light touch advice and oversight through to fully outsourced packages such as the company's Export Manager Programme.

As well as supporting private clients with their international trade endeavours, the team deliver 1:1 support and 1:Many support for a number of Growth Hubs nationwide and are responsible for the design and delivery of a range of EU transition, international expansion, and business resilience support programmes operational across Lincolnshire, Leicestershire, Derbyshire, Nottinghamshire, Wiltshire, Oxfordshire, Norfolk, Suffolk and the South East Midlands.

W. www.exportdept.co.uk | E. contact@exportdept.co.uk | T. +44 (0) 1793 493468