



Export Academy

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 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.

There will also be bonus webinars on topics such as; Create a Commercial Invoice that works, Optimise your Social Media for International Reach, Raising Finance, Selling on Amazon Japan and so much more.

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.

[Click here to join now!](#)

Dates

Until 31st March 2022

Organised by

The Department for International Trade in the East of England, West Midlands and East Midlands

For more information contacts us

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European Union

European Regional
Development Fund



Programme Agenda

9th August	14:00-15:00	Series 5 - Module 8: Understanding Custom Procedures, Tariffs and Export Controls
10th August	14:00-15:00	Series 5 - Module 9: Selling Services Overseas (Part 2)
12th August	10:00-11:00	Series 5 - Module 10: Movement of Money (Getting Paid)
16th August	10:30-11:30	Series 6 - Module 1: Understanding the Benefits and Barriers of Export
17th August	10:30-11:30	Series 6 - Module 2: International Market Research
18th August	11:00-12:00	<i>Bonus Workshop: Optimise your Social Media for International Reach</i>
19th August	10:30-11:30	Series 6 - Module 3: Export Procedures
24th August	10:30-11:30	Series 6 - Module 4: Routes to Market
25th August	10:30-11:30	Series 6 - Module 5: Pricing Strategy
26th August	10:30-11:30	Series 6 - Module 6: Understanding International Commercial Terms
15th September	10:30-11:30	Series 6 - Module 7: Selling Services Overseas (Part 1)
16th September	10:00-11:30	<i>Bonus Workshop: Managing Finances when Trading Overseas</i>
17th September	10:30-11:30	Series 6 - Module 8: Understanding Custom Procedures, Tariffs and Export Controls
20th September	10:30-11:30	Series 6 - Module 9: Selling Services Overseas (Part 2)
22nd September	10:30-11:30	Series 6 - Module 10: Movement of Money (Getting Paid)
27th September	09:30-12:30	Series 7 - Part 1: A half day workshop focusing on: <ul style="list-style-type: none">• Understanding the benefits and barriers of export• International market research• An introduction to the basic procedures associated with exporting• Routes to market
29th September	09:30-12:30	Series 7 - Part 2: A half day workshop focusing on: <ul style="list-style-type: none">• How to set the right price for your product or service• Understanding International Commercial Terms• Customs procedures, tariffs and export controls• Managing money and getting paid• How to develop a strategic export action plan

[Click here to register now!](#)

