



THE WORLD WANTS QUALITY UK GOODS AND SERVICES

Trade: Exporting to the world

Department for International Trade's (DIT) customised business support services provide an outstanding opportunity for you to grow your business internationally.

International trade is vital to growth and the strength of our economy depends on the continued success of companies who seek new opportunities abroad. The East of England is a major contributor to the UK's total exports. Just 2% of our region's companies generate over 10% of the UK's annual overseas sales.

With a network of offices in over 100 countries and expert International Growth Advisers based in your area, DIT is ideally placed to help you succeed in global markets.

Our local International Trade Team can add value to your business in the following ways:

- Professional and impartial advice
- Sector-specific expertise
- Help with developing and implementing successful international strategies
- In-depth knowledge of your target market
- Connecting you to in-market help and support from commercial specialists at British Embassies around the world
- Provide targeted overseas business opportunities

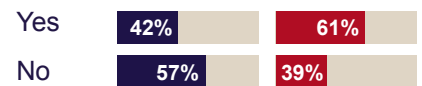
What difference can DIT make?

DIT clients achieve a level of growth otherwise not possible.

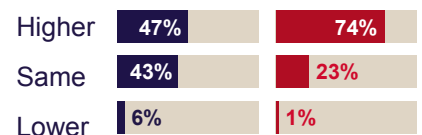


DIT clients are more likely to have entered new markets in the previous 2 years, and predict that the number of markets they operate in will increase over the next 3 years.

Entered new markets (last 2 years)



Number of new markets (next 3 years)



■ Non DIT clients
■ DIT clients

Source: DIT Research 2012



DIT EAST TRADE SERVICES

First Time Exporters

Get Exporting 2 allows companies new to exporting to take advantage of:

- An international business review to assess your export readiness
- Workshops to help you plan your international strategy
- Help in producing a successful export plan
- On-going support from an International Growth Adviser

Export Savvy is a free online tool that can help companies to:

- Get started in international trade
- Increase export capabilities
- Save time and money

E-Exporting

Develop your online sales through new markets and new channels. To support you, DIT has negotiated discounts for UK retailers on 400+ e-marketplaces worldwide, e.g. Amazon (US).

Overseas Market Introduction Service (OMIS)

Profit from market knowledge of overseas trade specialists based in British Embassies, Consulates and High Commissions around the world. They can assist you with:

- Market research and identifying the right routes to market
- Advice on local business culture
- Using Embassy facilities for product launches, events and meetings
- Identification of and introductions to potential distributors, agents or customers

Export Opportunities

Providing targeted, valuable business opportunities from around the world. These have been qualified by our teams worldwide. Learn more via: exportingisgreat.gov.uk/opportunities

Tradeshaw Access Programme (TAP)

Win new business from selected overseas trade shows with funding to help you exhibit as part of an organised group.

Events and Webinars

Meet key overseas business leaders without leaving the UK. Each year we run a full calendar of events and webinars, full details can be found via: events.trade.gov.uk

UK Export Finance (UKEF)

Learn about sources of finance to help make exporting a success, plus ways to make sure you get paid.

The services of DIT are subject to availability and eligibility, and may change from time to time.

Search great.gov.uk to find out the benefits for selling overseas:

- Create an export plan
- Research your market
- Routes to market
- Reach customers online
- Finance for export
- Shipping and logistics
- Customs and licences
- Selling online services
- Webinars - learn online

"Without DIT we wouldn't be exporting at all. They've ensured we didn't throw our money away in the process of becoming international."

Roland Kannor, Co-Founder, Brentwood Brewing

To find out more about DIT services in the East of England contact us on:

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Email: eastinfo@mobile.trade.gov.uk

Web: www.great.gov.uk

Twitter: [@tradegovuk_EE](https://twitter.com/tradegovuk_EE)

LinkedIn: Department for International Trade (East of England)

