



Department for
International Trade

**Export
Academy**
Yorkshire & the Humber

Get ready to do business with new customers all over the world

There is a global demand for UK goods and services, but many businesses are missing out on huge growth opportunities. The Export Academy is a training programme delivered by the Department for International Trade that gives small and micro-businesses like yours the chance to learn how to sell to customers around the world. We have organised nine virtual workshops for Yorkshire businesses to get started with international trade which will give you the tools to prepare your products and services for exporting.

Choose from two dates for each virtual workshop

Preparing to do International Business

5 May 13:00 - 14:00 | 20 July 13:00 - 14:00

In this introductory workshop, we'll explore the risks and benefits of exporting and what key challenges your business might face and how you can overcome them.

Basic Export Procedures

6 May 13:00 - 14:00 | 22 July 13:00 - 14:00

From customs procedures to international contracts and tariffs, this workshop will introduce basic export procedures you and your business need to be aware of.

International Market Research

11 May 13:00 - 14:00 | 27 July 13:00 - 14:00

Find out how you can identify and research markets of opportunity and where to go for reliable sources of information. In this workshop we'll also explore how you can develop your export plan.

Export Pricing and Distribution

13 May 13:00 - 14:00 | 29 July 13:00 - 14:00

This workshop will explore routes to market, export costing, and how you can prepare your pricing strategies for your international customer.

Customs Procedures

19 May 14:30 - 15:30 | 4 August 13:00 - 14:00

Improve your knowledge of trade tariffs as we look at the Harmonised System (HS) code, classifying of goods, valuation for customs and origin rules, as well as where to go for help if you need further support.

Introduction to Incoterms® Rules

20 May 13:00 - 14:00 | 5 August 13:00 - 14:00

Incoterms® are an essential part of exporting. In this workshop we'll cover the importance of Incoterms® and give you a basic understanding of what they can and can't do when shipping your goods overseas.

Export Controls

26 May 14:00 - 15:00 | 11 August 15:00 - 16:00

In this workshop, we'll look at why exports are controlled and what goods are subjected to licenses and restrictions, including military goods, dual-use goods and more.

Getting Paid

27 May 13:00 - 14:00 | 17 August 13:00 - 14:00

Closing a deal is a crucial part of doing business. In this workshop, we'll explore the risks of not getting paid and what can be done to mitigate that, as well as international payment methods and exchange rate management.

Selling Services Overseas

9 June 13:00 - 15:00 | 19 August 13:00 - 15:00

For businesses who sell services, this two hour workshop is an essential introduction to finding opportunities overseas and how to deliver your service successfully.

Join the Export Academy

If you're ready to reach new customers worldwide, sign up to join the Export Academy. You'll gain access to nine virtual workshops, an exclusive export workbook and ongoing DIT support. You'll also be the first to know about new and upcoming events that will be added to the Export Academy programme.

Register now

Contact us

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