

# Institute of Export & International Trade Newsletter

June 2018



## In this issue

### Foreword

### Editorial

- UK SMEs sceptical over export opportunities, according to latest study
- UKEF provides £2.5bn of support for UK exports
- Companies don't yet have contingency plans for post-Brexit customs changes
- OFSI publish new guidance on financial and trade sanctions for importers and exporters

### IOE&IT News

- Doing business in Kuwait - what you need to know
- Take a look at the opportunities in Taiwan with our new doing business guide
- BubbleBum (UK) Limited win the latest Open to Export Action Plan Competition
- On the borderline: report from the Northern Ireland World Trade Summit

Welcome to the June 2018 newsletter from the IOE&IT.

According to the latest independent statistics, released by the ONS on 11 June, UK exports rose 7.4% (£43.3 billion) to £625.4 billion up to the end of April 2018, compared to the same time last year.



The country's renowned service sector continues to thrive with exports up 7.5% to £282.6 billion, increasing the service surplus to £108.7 billion. Goods exports also rose strongly by 7.4% to £342.8 billion.

However, a survey of 835 exporting or importing businesses across the country, conducted by the British Chambers of Commerce (BCC) and the Port of Dover, found that a third of British businesses are unprepared for new customs arrangements likely to come into force when the UK leaves the European Union.

If the UK wants its exports to continue on an upward trend, firms should be planning for how different scenarios could impact them, and consider the implications now to minimise disruption in the future. Whatever the solution to the UK's customs conundrum, businesses will undoubtedly be faced with greater customs requirements than they've been used to within the EU. It's only by learning about the complexities of international trade and gaining greater customs competency through courses like our [Diploma in World Customs Compliance & Regulations](#) that they will be able to prepare for the future.

Our [Post Brexit Planning Workshop](#) is a great place to start, taking delegates through a checklist of practical steps to anticipate changes and take advantage of opportunities. Remember to also take part in our [Brexit survey](#). Two years on from the referendum vote we want to know your opinions and feelings about how the negotiations are going and what you want to see from Brexit.

The winners of the Queen's Award for Enterprise International Trade category have shown how international markets can offer huge opportunities for UK businesses. The winners are an inspiration to all UK businesses, having demonstrated a substantial and sustained increase in export earnings over three consecutive 12-month periods, to a level which is outstanding for the products and services concerned, and for the size of the organisation. We look forward to celebrating with some of the winning companies at the [Queen's Awards Gala Dinner](#), hosted by the Institute on 26<sup>th</sup> September. It looks set to be a great evening.

### Use your apprenticeship levy now

From April 2017, businesses with an annual pay bill of £3m+ have been paying 0.5% of their wage bill to the government for an apprenticeship levy. In return, employers are provided with the opportunity to offset levy payments against approved apprenticeship qualifications.

Employers paying in to the apprenticeship levy are understandably keen to make sure they're recouping their money, but much confusion still abounds in terms of what they can and can't use their funds for.

The good news is that, no matter what level you are looking for, we have access to programmes right now to make the most of your apprenticeship levy!

Make sure your levy payments don't go to waste. If you would like more information about international trade apprenticeships and how the Institute can help, call 01733 404400 or email [course.enquiries@export.org.uk](mailto:course.enquiries@export.org.uk)



# Editorial

## UKEF provides £2.5bn of support for UK exports

Earlier this week, UK Export Finance launched its Performance Highlights report for 2017/18 showing that it provided £2.5 billion of support for UK exports, helping 191 companies sell to 75 markets around the world.

It also stated that since 2011, it had supported £4.1bn in export contracts through its trade finance products, which were introduced to give smaller businesses an exporting edge.

Highlights include:

- Confirmed increases in – and in many cases, a doubling of – their capacity to support exports to over 100 markets
- 22 new currencies added to their local currency financing offer, taking the total to a world-leading 62
- 77% of all companies supported were small to medium-sized businesses
- Expanded eligibility for short-term trade finance to include UK suppliers to exporters, enabling supply chains to benefit from UKEF support even if they're not directly exporting

Secretary of State for International Trade, Liam Fox MP, said: "This is a hugely exciting time for UK trade. Our priority in government, at home and abroad, is to identify international opportunities for UK businesses, and to make sure that we are doing all we can to support them as they look to realise these

opportunities. UKEF is at the heart of our strategy to achieve this."

Baroness Fairhead, minister of state for trade and export promotion, said that UKEF's results for 2017/18 showed that when companies took advantage of its support, the effects on their business could be transformative.

[Read the full report here](#)

## UK SMEs sceptical over export opportunities, according to latest study

UK SMEs are largely sceptical about exporting opportunities available to them, according to the latest SME Confidence Tracker from independent financial services provider, Bibby Financial Services (BFS).

The latest research for Q1 2018 shows that 66 per cent of businesses buy and sell domestically only, while a fifth (20%) both import and export, seven per cent import, and the same proportion sell goods and services overseas.

Of those not currently exporting, two-fifths say they have no interest in doing so, and 28 per cent believe the goods and services they provide are not suited to international markets. Just one in ten SMEs (10%) plan to invest in their international trade capability between April and July.

### Scepticism over the benefits of export

Commenting on the findings, Specialist Director at BFS, Kash Ahmad, said: "The 'Made in Britain' stamp is a sign of quality assurance worldwide and has huge credibility in overseas markets. However, our research shows that many small and medium sized businesses are

either sceptical over the benefits of exporting, or do not believe their goods and services can be sold internationally."

The SME Confidence Tracker report surveys UK business owners, across manufacturing, wholesale, transport, services and construction sectors, on a quarterly basis. Separate research conducted by BFS in November 2017, found that the U.S., Germany and France were the most important markets to UK businesses exporting, with China, Germany and the U.S. most important to Britain's importers.

### Further help needed in identifying opportunities

Kash Ahmad said: "There are fantastic support services to help SMEs overcome the complexities of trading internationally from organisations such as the Institute of Export and International Trade and the British Exporters Association.

"However, it is clear that smaller businesses need further help in identifying opportunities to grow by trading internationally, and – importantly - support in understanding which international markets their goods and services could appeal to."

Despite scepticism over the suitability of exporting – overall - the number of UK SMEs expecting sales to increase in Q2 jumped by 13 per cent, with half (50%) expecting to see an increase, when compared with expectations for the first three months of the year. However, over a third (36%) say they would back calls for Britain to remain in the Single Market and Customs Union.

### Vital for SMEs to be at the heart of Brexit discussions

Kash Ahmad added: "While there is still a long way to go in negotiating the UK's split from the EU, it is imperative that SMEs are kept at

the heart of future discussions. This really needs to start with a review of how the Government can encourage business owners to leverage exporting opportunities presented, both inside and outside of the trading bloc.

“Whether for manufacturers in the Midlands, Scottish food and drink producers, or SMEs working in Wales’s growing creative industries, there are markets across the world crying-out for British goods and services. It’s imperative that support is available to help non-exporting SMEs to recognise and realise these opportunities.”

## SONCAP procedures now mandatory for all courier shipments

The Standards Organisation of Nigeria (SON), has notified IOE&IT Corporate Member XDS Solutions that the Federal Ministry of Finance (Nigeria) has introduced an additional requirement of the SONCAP program.

XDS Solutions advises fellow members that the new requirement mandates that all courier shipments valid, or not valid for Forex, must now also apply for a Form M and follow SONCAP procedures.

This affects products being exported to Nigeria and will be required for shipment clearance at Nigeria Customs Ports and Borders.

New to the Nigeria SONCAP process? XDS Solutions has a helpful guide [Understand SONCAP – Export to Nigeria](#) which will help.



## Companies don't yet have contingency plans for post-Brexit customs changes

The future customs relationship between the UK and the EU continues to make the headlines and a major effect of this continues to be business uncertainty about how to plan for the years ahead.

Our Export Optimism Survey earlier this week again suggested that businesses don’t know yet how to plan for post-Brexit trade. Another survey of 835 exporting or importing businesses by the British Chambers of Commerce and the Port of Dover also found that fears of delays in deliveries of materials and components continue to be a major source of concern.



### Companies not yet coming up with contingency plans

The survey found that 29% of companies feel that the potential impact of delays at ports will affect their administration, costs or operations, while a third of British businesses said they are unprepared for new customs arrangements likely to come into force when the UK leaves the EU.

Strikingly, and echoing a finding from our own export survey, a third of businesses admitted they have no contingency plans to cope with the likely new customs procedures. Only 28.72% of respondents in our survey said they have contingency plans for customs compliance, while only 6.9% said they were looking to

invest in training to gain the skills of customs competency.

Dr Adam Marshall, director-general of the BCC, said:

“The sheer volume and speed of trade between the UK and EU reinforces how vital it is for both government and business to be clear on a delivery timetable for the necessary infrastructure investment and systems to be in place.

“In the meantime, firms should be planning for how different scenarios could impact them, and consider the implications now to minimise disruption in the future.”

### Contingency plans and customs skills are key

We recently wrote about why it’s so important that businesses invest in their staff’s customs knowledge and competency, especially as they will have to look to review and change their compliance regimes for the years ahead.

It’s a point we’ve long been making and it’s one that is finding supporters elsewhere now. Dr Adam Marshall also said:

“The businesses most likely to be impacted by change at the border must start thinking through the consequences for their supply chains, freight forwarding arrangements, software requirements and budgets. Leave it too late, and firms could face even greater disruption or cost when the time comes for changes to border arrangements to be implemented.”

### How businesses can get ahead of the game

Courses like the Diploma in World Customs Compliance and Regulation allow companies to upskill and train their export staff to have the fuller understanding of how international customs works that they will need after Brexit. The course is structured in such a way to fit around the work they already

do, training them to apply the knowledge they gain to a company's export and import situation.

It's only by gaining a deep understanding of world customs beyond the EU, and the skillset needed to apply this understanding to a company's own situation, that customs professionals will be able to navigate the potentially stormy waters ahead.

## OFSI publish new guidance on financial and trade sanctions for importers and exporters

The Office of Financial Sanctions Implementation (OFSI) has published new guidance on financial and trade sanctions for importers and exporters.

OFSI have just produced their latest sector-specific fact sheet for importers and exporters, having worked closely with the import and export sector, as well as the Department for International Trade, to answer several FAQs.

Rena Lalgie, director of OFSI, said: We want UK businesses to succeed globally with an understanding of what it means to comply with their sanctions obligations. This supports our aim of encouraging economic growth while enforcing our national security objectives. Our latest guidance clarifies what exporters need to consider to manage their financial sanctions risk.

Chris Chew, Head of Policy, Export Control Joint Unit, said: "Just as trade and finance go hand in hand so do trade sanctions and financial sanctions. I welcome the publication of this guidance which gives important information for importers and exporters on

compliance with financial sanctions."



This guidance includes:

- the difference between trade and financial sanctions
- how to find out who is subject to financial sanctions
- when to apply for an OFSI licence as well as an export control licence
- what to do if you suspect a breach

You can view the Importers and Exporters FAQs online. Please read them alongside our general guidance for further clarification.

## SASO IECEE Recognition Certificate – additional products added as from 1 August 2018

The Saudi Arabian Standards Organization (SASO) have updated the IECEE Recognition Certificate list and more electrical products are now mandated to comply. We asked IOE&IT Corporate Member XDS Solutions to provide an overview to help fellow members understand what is now required.

Chantelle Rowe, Director at XDS Solutions says, "We can confirm that the new SASO IECEE Recognition Certificate requirements will become mandatory for certain products from 1 August 2018. The list affects a wide range of products, including laptops and lighting luminaires, all of which are now required to hold an IECEE Recognition Certificate for shipment clearance at KSA Customs Ports and

Borders alongside the SASO Certificate of Conformity (CoC)."

SASO IECEE Recognition Certificate – Products Affected  
XDS Solutions has received confirmation that SASO have added the following products (with HS Codes) to the already existing list. These are required to comply from 1 August 2018:

- Mobile Phones: 851712 - Currently mandatory under the IECEE Program
- Mobile batteries: 850760 - Currently mandatory under the IECEE Program
- Dishwashers: 842211 - Mandatory as of the 1st August 2018
- Televisions: 852872 - Mandatory as of the 1st August 2018
- Chargers for mobile phones: 85044011 - Mandatory as of the 1st August 2018
- Lighting luminaires: 940510, 940520, 940530, 940540 - Mandatory as of the 1st August 2018
- Laptops and tablets: 847130 - Mandatory as of the 1st August 2018



SASO IECEE Recognition Certificate – The Process

SASO will issue an IECEE Recognition Certificate for the products listed above based on a valid CB test Report issued by an IECEE approved lab. XDS Solutions can assist you with meeting all the requirements from preparation to

issuance of the IECEE Recognition Certificate.

Apply for your IECEE Recognition Certificate and SASO Certificate of Conformity today - register your details with the XDS Solutions SASO Account Team via enquiries@xds-solutions.com or +44 01245 249002.

Exporters who are concerned about the complexities of international compliance can boost their knowledge base by enrolling staff on the Institute's Diploma in World Customs Compliance. The pioneering 18 month to two-year online course offers part-time blended learning, with modular assessments - and leads to a full customs qualification at level 5 diploma level. You can check it out here – where you will also find details of our complete range of professional qualifications.

## Secretary of State for International Trade praises growth in UK trade

International Trade Secretary, Dr Liam Fox praised the growth in UK trade as the latest figures show the trade deficit narrowing for the ninth month in a row.

According to the latest independent statistics, released by the ONS on Monday, 11 June, UK exports rose 7.4% (£43.3 billion) to £625.4 billion

to the end of April 2018 compared to the same time last year.

Exports continue to grow faster than imports for the tenth month continuously with the overall trade deficit narrowing by £6.7 billion from £37.5 billion to £30.8 billion.

The country's renowned service sector continues to thrive with exports up 7.5% to £282.6 billion, increasing the service surplus to £108.7 billion.

Goods exports also rose strongly by 7.4% to £342.8 billion.

International Trade Secretary Dr Liam Fox MP said:

“Far from the gloom some people report, today's trade figures show in the year to April 2018 the trade deficit narrowed by £6.7 billion as overall exports rose by 7%.”

“If we look on a stable longer term basis, the growth was driven by both the UK's renowned service sector which saw exports rising by 7.5% to £283 billion and UK goods exports which grew by 7.4%.”

“For the first time as a dedicated trade department, we're able to provide comprehensive support to British exporters – helping make sure they meet the global demand for our top-of-the-range high quality goods and services.”

The figures follow separate analysis released by HMRC (7 June) which found the number of VAT-

registered businesses exporting goods in England, Scotland, Wales and Northern Ireland is at 109,000 a rise of 4.1% from the previous year.



The figures also reveal:

- exports of goods from England increased by 6.5% to £244.6 billion
- in Scotland, goods exports increased by 12.1% to £28.8 billion
- in Wales, goods exports increased by 7.1% to £16.4 billion
- in Northern Ireland, goods exports increased by 4.9% to £8.5 billion

In the first months of 2018, the average value of goods exported per exporter was £750,000.

Businesses were also taking advantage of global interest as the number exporting to non-EU countries rose to over 47,000. The most popular non-EU destinations include the USA, that 19.2% of exporters sold goods to, Australia (7.3%) and Switzerland (7.2%).

View the latest ONS statistics [here](#)



## International Trade Events

Our roundup of what's on in the coming months.



[South West World Trade Summit – 4 July 2018, Bristol](#)



[Healthcare and the Financing of Healthcare and Humanitarian Projects in Iran - 4 July 2018, London](#)



[Liverpool World Trade Summit - 19 September 2018, Birkenhead, Merseyside](#)



[Queens Awards Gala Dinner - 26 September 2018, London](#)



[Cambridge World Trade Summit - 24 October 2018](#)



[Coventry World Trade Summit - 21 November 2018](#)

---

## Forthcoming Training Courses

No matter what level you are at, our courses will give you the skills and expertise you need to gain a competitive advantage in the challenging and complex world of international trade.

- 25/06/2018 [Introduction to Importing](#) – London
- 03/07/2018 [An Introduction to Exporting](#) – London
- 05/07/2018 [Advanced Exporting](#) – London
- 18/07/2018 [An Introduction to Exporting](#) – Manchester
- 19/07/2018 [Advanced Importing](#) – London
- 26/07/2018 [Advanced Exporting](#) – Manchester
- 01/08/2018 [An Introduction to Exporting](#) - Birmingham
- 08/08/2018 [Advanced Exporting](#) - Birmingham
- 22/08/2018 [Advanced Exporting](#) – London
- 29/08/2018 [Post Brexit Planning Workshop](#) – Manchester

See our full training calendar at [www.export.org.uk/coursecalendar](http://www.export.org.uk/coursecalendar)

**15 November | 2018**

Falcon House, 60 Lombard Street, London EC3V 9EA

# TRADE & SUPPLY CHAIN FINANCE CONFERENCE

For the first time this conference will bring trade and supply chain finance 'under one roof' for a discussion on how to foster more collaboration and innovation to bridge the trade finance gap and deliver paperless trade.



Access the largest legal  
and tech hubs in  
EUROPE



Explore the UK role as  
the no. 1 financial  
centre



Connect with global  
EXPERTS



Insights on latest global  
trade finance trends



G7, G20,  
Commonwealth

For full program access: [www.iccwbo.uk](http://www.iccwbo.uk)

**EARLY BIRD**

Secure your ticket now!

Hosted by:



Media Partners:



[@iccwboUK](https://twitter.com/iccwboUK)  
[events@iccwbo.uk](mailto:events@iccwbo.uk)

# Post Brexit Planning Workshop



With the transition to the second stage of Brexit negotiations, discussions will focus on trade arrangements within the UK's exit agreement, as well as transitional arrangements.

This one-day workshop will focus on implications for existing export and import businesses in relation to trade with the EU member states and also with the rest of the world. It is intended to provide exporters and importers with the knowledge to prepare for different Brexit outcomes, in the medium and longer term, and offers a checklist of practical steps to anticipate changes and take advantage of opportunities.

Also available as in-house training, delivered at your choice of location on a date convenient to you.

## Learning outcomes

### The Present

- The exit process and timescale, implications
- Current and future impacts, contingency planning
- Communicating with existing EU clients/suppliers/partners

### Anticipating the future

- Customs legislation, clearance, tariffs
- Understanding the importance of the World Trade Organisation
- Regulatory and documentary implications, licences, inspections
- Other factors impacting on trade in services and goods
- The transition phase

### Wider implications of Brexit for international trade

- Trading with the rest of the world
- Free Trade Agreements, and origin of goods
- Implications for trade beyond Europe and within

### Securing the Supply Chain

- Evaluating transport & logistics issues
- Sourcing implications
- Minimising delay and uncertainty
- Authorised Economic Operator (AEO)
- Supplier contracts

### Planning and preparation for exporters and importers

- Risk analysis
- Checklist of factors to consider
- Risk mitigation

I found the course very useful. It was a good refresher on international trade and the session was easy to digest and not too technical. I also feel much more informed about current issues.

I appreciate it is a difficult course to deliver (given the uncertainty) but Mike pitched it just right - it was so useful to hear what issues companies should/could consider, in order to be ahead of the game when processes and regulations do change. I particularly liked the checklist and useful sources.

**Lisa Ramsay-Scullion, Scottish Enterprise**

[Find out more](#)

# IOE&IT News

## On the borderline: report of the Northern Ireland World Trade Summit

On 7 June 2018 the Institute of Export & International Trade hosted its second World Trade Summit in Northern Ireland at Ulster University in Belfast. Given continued uncertainty around Brexit and the UK's future customs relationship with the European Union, the focus unsurprisingly was on the border between Northern Ireland and the Republic of Ireland.

Lord Empey, Chairman of the Ulster Unionist Party, updated members on the parliamentary timetables for Brexit and offered the sage advice that while the reporting about the negotiations for the UK's EU exit sounds gloomy right now, negotiations often seem that way right up to the last minute before a deal is eventually agreed.

Stephen Kelly, Chief Executive – Manufacturing NI, returned to the theme of last year's summit, of looking at building bridges between the UK and the EU rather than borders. This time, however, he looked deeper into the idea that Northern Ireland, as a territory, could itself take on a customs status that acts as a bridge between the UK and the EU.

He reported on research showing that 41% of companies in Northern Ireland preferred the idea of the territory having a special or unique arrangement that prevents a hard border being instilled, or a move too far away from the United Kingdom. By way

of comparison, only 21% said that they'd rather the UK leave the EU's Single Market and Customs Union entirely.

Kerry Curran MBA, Policy Research Manager - InterTradeIreland, echoed Stephen's points, and also called on findings that show the importance of trade over the Irish border to both the North and the Republic. When counting Great Britain and Northern Ireland as separate nations, each turn out to be the Republic of Ireland's top export and import markets, with no other country coming close.

Of course whatever happens with Brexit, the whole debate has drawn sharp focus to exporting and businesses throughout the British Isles may well need to diversify their exports once the UK has left the EU. Mark Reid, Trade Director Business Development (Americas) - Invest Northern Ireland, made the point that there are massive opportunities for Irish exporters all over the planet, especially in the US.

For many companies, of course, exporting can pose challenges. Peter Legge, Partner Tax - Grant Thornton, and Henry Cleary, Senior Manager Global Markets - Bank of Ireland, both gave an overview of the tax and currency issues out there for traders and suggested some of the support mechanisms available from the private sector. Elizabeth McCrory, Export Finance Manager - UK Export Finance, also outlined some of the government support for companies available through the public export credit agency in UKEF.

However, even with all this support on offer, companies can only become accomplished exporters through experience and

by learning how to do it properly. Lesley Batchelor OBE, Director General of the Institute of Export & International Trade, again presented on the challenges posed to British companies by Brexit and the work that the Institute does to give its members the skills and knowledge they need to face them.

As ever, the summit was filled with salient advice for attending delegates, who were also able to network and share their experiences as exporters in these uncertain times. Whatever happens with the Northern Ireland's status and relationship within the United Kingdom and the EU, companies on all sides of the borders surrounding it need to face the Brexit challenge head on.

## Doing Business in Kuwait - what you need to know

In the new Doing Business in Kuwait Guide we look at one of the UK's closest trading partners in the Gulf Region. Though it isn't the largest country, with a population of around 4.4 million, it is one of the richest – in fact it's the fifth richest in the world when measured by GDP per head.

Part of the Gulf Cooperation Council (GCC) and neighbouring Saudi Arabia, Iraq and Iran, it also has a key strategic location, and there are already over 100 UK companies over there – including Shell, BP, Boots, PwC and Grant Thornton. Bilateral trade between the UK and Kuwait doubled between 2013 and 2015 to £4 billion and with no tax on personal income, a growing diversification in the Kuwaiti economy, and English widely spoken, there's no

reason why this can't increase further.

There is obvious strength in the oil and gas sector, while the UK's main goods exports to Kuwait include vehicles, pharmaceuticals, clothing, electrical machinery and mechanical appliances. The services sector is growing with many emerging opportunities for the UK's consultancy and financial services.

UK trade with Kuwait has been shaped by the EU-GCC Cooperation Agreement with a new dialogue on trade and investment launched between the blocs in May 2017. The GCC has its own customs union and Kuwait will soon follow Saudi Arabia and the United Arab Emirates in adopting VAT before 2019 as part of the 'Unified Agreement for Value Added Tax of the Cooperation Council for the Arab States of the Gulf' signed in 2017.

Other strengths in the market are the strength of the Kuwaiti Dinar, its friendly atmosphere, stable regime and moderate business costs. However, Kuwait only ranks mid-table in the World Bank's Doing Business Rankings at 96 so beware that there are indeed challenges to be overcome when doing business there. There are restrictions on company ownership for non-GCC nationals, it is extremely hot, decision-making can be slow, and finding the right partners is vital.



Kuwaitis value patience and do not appreciate a hard sell. You'll have to work your way up before reaching a decision-maker and any

display of impatience will cost you the opportunity in any case. Also, though English is widely spoken, Arabic is the official language of Kuwait and all contracts are written in it. Where there is both an English and Arabic version of the contract, the Arabic version will be the one that is followed, so make sure you get a good translator! With any country there are challenges, and we at the Institute are always available to offer support and guidance on entering new markets such as Kuwait.

We wish you the best of luck exporting to Kuwait and get in touch if you'd like any help!

[View the new Doing Business in Kuwait Guide here](#)

## Take a look at the opportunities in Taiwan with our new doing business guide

Located at the heart of Asia-Pacific, Taiwan is one of the most competitive places in the region. With a population of 23.6 million, Taiwan boasts a vibrant market economy and can be a highly attractive export market for UK businesses. It is an important gateway to emerging Asian Markets, particularly to China where it enjoys preferential access to the Chinese market. This Doing Business in Taiwan Guide will help prepare UK businesses who are looking to trade with this sophisticated and established market.

Taiwan has a sophisticated consumer market with strong demand for high-quality products. UK businesses can also find excellent opportunities in electronics, communications, transportation and infrastructure.

For Taiwan to meet its increasing energy needs, there are good opportunities for UK businesses presented in oil and gas.

Networking is an important part of doing business in Taiwan as 'who knows who' is highly regarded. Most businesses find a local partner or hire a senior manager early on to help forge and maintain robust business networks.

Although there are English-speaking business people in Taiwan, it's helpful and practical to be able to communicate in Mandarin. Recruiting a translator or hiring a bilingual business partner is recommended – especially when you're negotiating contracts or discussing legal matters. Some companies in Taiwan fall into the small to medium-sized category and are family-owned. Concerns focussing on issues which will benefit the business in the long run reside with the head of the family, so all decisions should be taken with reference to that person.

Taiwan has the potential to be a valuable market for British businesses and the Institute can help guide you through the intricacies of doing business in this fascinating market through our education programmes, training and practical support, our helpline and one-to-one assistance with paperwork.

[View the new Doing Business in Taiwan Guide here](#)





## Book now for a place on our summer training courses



Many businesses will be familiar with the 'summer slump'. Sales dip as clients jet off on holiday, productivity tumbles as staff daydream about getting out in the sun and things generally slow down a bit.

But instead of letting it get to you, why not embrace it? In fact, we think summer is the perfect time to do a bit of training.

Business is slower, so you and your staff have more time to dedicate to self-improvement. During busy periods it's easy to become distracted during training sessions. With fewer looming deadlines and less work to think about in the summer, it's easier to concentrate.

Additionally, by training in the summer, your staff are primed and ready to go once business picks back up again in autumn.

**Book now for one of our summer courses, but be quick as places are filling up fast!**

- |            |  |
|------------|--|
| 19/07/2018 | <a href="#">Advanced Importing</a> - London                |
| 26/07/2018 | <a href="#">Advanced Exporting</a> – Manchester            |
| 01/08/2018 | <a href="#">An Introduction to Exporting</a> – Birmingham  |
| 08/08/2018 | <a href="#">Advanced Exporting</a> – Birmingham            |
| 22/08/2018 | <a href="#">Advanced Exporting</a> – London                |
| 29/08/2018 | <a href="#">Post Brexit Planning Workshop</a> – Manchester |

# SOUTH WEST WORLD TRADE SUMMIT

## 4<sup>th</sup> July 2018, Bristol



Linda Middleton-Jones



Dr Frank Levene



Gary Baylis



Tim Burden



Craig Durnell



John Worthington



Charlotte Slocombe



Ian Metcalf

## ROADMAP TO SUCCESS - It's easy when you know how

**Wednesday 4th July 2018, 9.30am - 1.15pm followed by a light lunch and networking**

International markets offer huge opportunities for UK businesses. Selling internationally is very complex but – as with most things – easy with help and appropriate training.

Aimed at businesses in the South West who are currently working in international trade or looking to expand overseas, the Summit will examine the issues and opportunities in accessing new markets.

As it is being held on Independence Day there will be a special focus on 'Doing Business in the USA' for this summit.

This event is FREE for all to attend, just register your place

[\*\*REGISTER NOW\*\*](#)

# How to become an International Marketing Specialist

Reaching and then winning customers in overseas markets is a significant challenge for new exporters – or even for established exporters who are selling into a particular new market for the first time. Creating marketing campaigns that grab the attention of your new customer base is a major task, especially when doing so in a country you are not familiar with in terms of culture and competition.

Becoming an International Marketing Specialist does not happen over night. Indeed, companies need to thoroughly research every market they sell to and gain in-depth market knowledge through this research and through partners in-market. They then need to apply their learnings from this research to conduct an effective market entry campaign.

## 7 P's that always apply

However, there are principles that apply to any market entry campaign, whatever the country it is you are exporting to. For instance, there are the 7P's that companies should always consider when planning to enter a new market. These are:

1. Check your **Product** mix is right for the market or if the offering (service or goods) needs further development or amending;



2. Ensure the offering ends up in the right **Place** so that relevant customers can find and purchase it;
3. Make sure you have a **Pricing** strategy that makes you profits and doesn't price out your target customers;
4. Have appropriate **Processes** in place for distributing your offering in the market;
5. Have effective **Promotion** strategies to gain attention for your offering;
6. Ensure you have the right **People** in the right roles for carrying out your market entry campaign;
7. Check that you have **Physical** evidence of the offering being delivered successfully in the market.

The skills and business acumen needed for ensuring you've got these P's covered properly can be learnt through qualifications and experience. And, of course, for successful market entry, they need to be applied

alongside in-depth knowledge of the market you're looking to enter.

## Learning how to become an International Market Specialist

So you need both to do thorough market research and to have an international marketing skillset to export successfully. Our International Market Specialist course helps you with both of these fundamental trade requirements.

The qualification gives you an understanding of the principles and practices associated with international marketing, with students learning how to research and interpret market environments, and devise appropriate marketing plans for them. It also teaches you how to do thorough market research for the market you are looking to enter.

## Apply your learning to your own business situation

As with all of our courses, you apply the learnings to your company's situation –

effectively doubling as a consultancy service.

The course has three modules. The first looks at marketing concepts generally and the market factors that affect consumer-spending habits in your sector. The second looks into the differences between domestic and international marketing, and how to apply the 7 Ps in the different markets you're looking to export to.

The third part then goes deeper into how you do market research – for both developed

and less developed markets. It looks into sources of relevant market information – covering both desk and field research - and evaluates market research methods like questionnaires, sampling techniques, test marketing, data analysis and more.

### **Don't go in blind**

When starting to export to a particular market, it's vital that you don't go in blind. A botched campaign or fundamental mistakes and misunderstandings about the culture you're entering can cost you money and give a lasting

bad impression to potential customers.

If you've never entered a new market before, it's vital that you do your research properly and ensure you know what you're doing when planning a campaign that could make or break your business in that market.

More information can be found at:

<https://www.export.org.uk/page/MarketingSpecialist>

**Open to Export** is a free online information service from The Institute of Export & International Trade, **dedicated to helping small UK businesses** get ready to export and **expand internationally**



## How can we help?

A wealth of free information and practical advice on our website using:

Step-by-step guides covering the whole export journey from 'Selecting a market' to 'Delivery and documentation'

A comprehensive webinar programme covering all aspects of international trade

The online Export Action Plan tool helping businesses create a roadmap to successful new markets

Quarterly competitions for the chance to win £3000 cash and further support

**Sign up today to take your next steps in international trade**

**Register for free on [www.opentoexport.com](http://www.opentoexport.com)** for updates on our content and webinars, and to start your Export Action Plan.

Powered By



## Upcoming Webinars

Open to Export is a free online information service from The Institute of Export & International Trade, dedicated to helping small businesses get ready to export and expand internationally.

Open to Export offers a comprehensive webinar programme covering all aspects of international trade.

### **Upcoming webinars:**

#### **July**

How to create a winning strategy for international growth: 3 July

Beyond the EU series - Market Introduction: Australia – 10 July

#### **August**

Working with agents and distributors – 14/15 August

#### **September**

How to overcome common funding barriers for exporters – 5 September

How to recruit and grow in international trade – 19 September

#### **October**

Sector focus – 16/17 October

#### **November**

Understanding effective Incoterms – 6/7 November

A simple guide to raising export finance using the value of your invoice – 27 November

**Visit today at [opentoexport.com](http://opentoexport.com)**

# BubbleBum (UK) Limited win the latest Open to Export Action Plan Competition



At the beginning of June Open to Export ran its 8th Export Action Plan competition final at the GTR UK Trade and Export Finance Conference, sponsored by NatWest.

Following the format of previous competitions, 10 SMEs pitched to a panel of expert judges – including our chairman Terry Scuoler – for the chance to win £3000 and further prizes including business membership with the Institute and 2 free training courses.

All ten companies had been invited to the final having submitted their completed Export Action Plans using Open to Export's online business planning tool.

BubbleBum (UK) Limited were named as the winners following a long deliberation by the judges. BubbleBum create a range of award winning travel car booster seats, designed for children aged 4-12 years. Sue Burns – their representative at the final – impressed the judges with the company's plans to launch in the German market.

Following the win she said:

It was a brilliant day and of course we are delighted that Bubblebum was selected as winner. The Open to Export plan is incredibly helpful for a growing business like Bubblebum when targeting export markets. Winning the award will make a huge difference for us when applying our export action plan for Germany.

The award is an endorsement of our team's hard work, passion and focus on clear export goals. We're very grateful to the sponsors NatWest and the Institute of Export & International Trade, but also to our fellow competitors, for an enjoyable competition, and the opportunity to invest in our future export growth.

opento  
export

# ONE DAY WORKSHOP: DOING BUSINESS IN INDIA

## 25<sup>th</sup> September 2018, London



India is rightly seen as one of the key markets for U.K. companies now and in the future. With an economy rapidly expanding in both scale and diversity, supported by massive government investment in many sectors, it undoubtedly presents opportunities for companies wishing to enter the market, or to grow their business in, and with, India.

But to be successful it is important to understand its complexities. In addition to the central government in New Delhi there are 29 state governments and 85 city governments. There is no 'one size fits all' approach to success but careful research pays off whether you are looking to find a distributor for your products or develop a strategy for manufacturing in India.

The Institute has partnered with an Institute member, a leading Indian professional services company, to offer a one day training course to separate the fact from the fiction, and guide you in doing business in India. ASA and Associates and its consulting arm, Corporate Catalyst India, has over 750 professionals across 8 partner led offices in India serving a range of Indian and international clients.

The workshop will include a live weblink to India to enable you to put your questions to the professionals in the market.

**Member price £299+VAT, Non-Member price £399+VAT**

**BOOK NOW: [www.export.org.uk/page/DoingBusinessIndia](http://www.export.org.uk/page/DoingBusinessIndia)**

# We think outside the boundaries, to open up global opportunities

You know what's best for your business, such as a bank that understands international trade inside out. Our dedicated relationship team has the in-depth knowledge and contacts to connect you with local partners, market intelligence and financing – helping you achieve your international ambitions.

Contact our team on 0800 015 4242\* or visit [barclayscorporate.com](http://barclayscorporate.com)



Barclays is a trading name of Barclays Bank PLC and its subsidiaries. Barclays Bank PLC is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority (Financial Services No. 122702). Registered in England. Registered number is 1026167 with registered office at 1 Churchill Place, London E14 5HP.  
\*Calls to 0800 numbers are free from UK landlines and consumer mobiles. To maintain a quality service, we may monitor or record phone calls.