



You Can Export: 2018

The demand is out there. You should be too. These intensive and lively workshop sessions will help you to develop and enhance your export success using tried and tested marketing techniques.

You Can Export - Researching Export Markets

16 January 2018: Export Hub, Derbyshire

This 2 hour workshop will provide an excellent introduction to researching overseas markets, including how to identify the most appropriate territories via market selection and advice on how to conduct desk based and face to face research. Delivered by a market research specialist, this workshop is not to be missed, providing all the information you need to ensure you make the right decisions on where to target your overseas strategy.

You Can Export - Export Essentials: How to Win Business Overseas

18 January 2018: Export Hub, Dock, 75 Exploration Drive, Leicester, LE4 5NU

Most appropriate for those who are new or relatively inexperienced exporters, this half-day course is designed to help companies improve their knowledge, thinking and capability in winning business overseas. Delegates will leave the session with added confidence and skills to apply when considering future opportunities.

You Can Export - Business Japanese for Beginners

26 January 2018: Village Hotel Nottingham, Brailsford Way, Beeston, Nottingham NG9 6DL

Anyone with a business interest in this huge market will benefit from our day long Japanese language and culture workshop. Delivered by a quality assured trainer, this interactive beginners' course is designed to introduce you to the basics of business Japanese and gain an insight into the cultural attitudes and behaviours.

You Can Export - Financial Considerations

1 February 2018: Best Western Yew Lodge Hotel, Packington Hill, Kegworth, Derby DE74 2DF

Trading overseas gives rise to many new financial considerations, several of which will be explored in this day long workshop. Financing options, VAT implications and R&D Tax Credits will be covered in the morning, followed by a strategic session on export pricing in the afternoon. With a range of speakers available to help, this event will provide you with vital information to make the money side of export run more smoothly.

You Can Export - Intellectual Property Rights

28 February 2018: Holiday Inn Jct 25, Bostocks Lane, Sandiacre, Nottingham NG10 5NJ

Intellectual Property Rights (IPR) are valuable assets for your business and it is important that you understand how these can be protected. This half-day workshop aims to give an overview of what constitutes intellectual property, the legal frameworks that are in place, the threats from international markets and how you can protect your IPR overseas.

You Can Export - International Marketing

1 March 2018: Highgate House, Grooms Lane, Creaton, Northampton, NN6 8NN

Have you ever thought more customers should be buying from you? This intensive and lively one-day masterclass is aimed at strategic decision makers with responsibility for creating their marketing strategy. You will learn about pragmatic and useful ways to develop a marketing strategy and enhance your export success using tried and tested marketing techniques.

You Can Export - International e-commerce

7 March 2018: Dock, 75 Exploration Dr, Leicester LE4 5NU

If you are an export-ready business looking to sell products to international customers via your website or another platform, this half-day workshop can help you to better understand and identify the sales channels and opportunities available to you. Learn how to develop your digital skills, raise your global brand presence, and test new markets with minimal investment.

You Can Export - Export Essentials: How to Win Business Overseas

13 March 2018: Hilton Leicester, 21 Junction Approach, Leicester LE19 1WQ

Most appropriate for those who are new or relatively inexperienced exporters, this half-day course is designed to help companies improve their knowledge, thinking and capability in winning business overseas. Delegates will leave the session with added confidence and skills to apply when considering future opportunities.

You Can Export - Business Mandarin for Beginners

16 March 2018: Urban Hotel, Grantham, Swingbridge Rd, Grantham NG31 7XT

Anyone with a business interest in this huge market will benefit from our day long Chinese language and culture workshop. This day long beginners course, delivered by a quality assured trainer, will help you to communicate better with your Mandarin speaking counterparts and customers, introducing you to the basics of business Mandarin and giving you an insight into cultural attitudes and behaviours.

You Can Export - Working with Agents & Distributors

20 March 2018: Bentley Hotel & Spa, Newark Road, S. Hykeham, Lincoln, LN6 9NH

The relationship with your agent or distributor can make the difference to the growth and profit of your export business. This invaluable one-day masterclass will introduce you to an inclusive approach to motivation and management of agents and distributors and how to apply and implement the course material in your everyday business development.

Registration:

For more information or to register your interest in attending a free masterclass, visit www.ditEM-you-can-export-2018.eventbrite.co.uk. Please note that our workshops are only available to companies from the East Midlands region, and that your place is not guaranteed until you receive confirmation.

Non-Attendance:

Please note that if you book on DIT East Midlands events and fail to attend on two occasions without letting us know, we reserve the right to refuse to accept bookings from your business in the future.

If you have any other queries, please contact us at events@tradeEM.co.uk or call us on 0345 052 4001.

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The Department for International Trade (DIT) is the Government Department that helps UK based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy, acknowledged as Europe's best place in which to succeed in global business.

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International Trade