

Exporting: A Toolkit for MPs



Become a trade minister
for your constituency



Department for
International Trade



HELPING YOU UNLOCK THE POTENTIAL OF BUSINESSES IN YOUR CONSTITUENCY



A handwritten signature in blue ink, appearing to read 'Liam Fox'.

**The Rt Hon
Dr Liam Fox MP**

This toolkit can help you, as a Member of Parliament, to support and promote the businesses in your constituency that have the potential to start exporting, or export more.


It outlines the support available from the Department for International Trade – from one-to-one advice sessions to international introductions and help accessing export finance. Your local businesses don't have to do this alone.

Increasing our exports is vital for the health of the UK economy – it builds resilience, helps our businesses grow, creates jobs and boosts wages.

There are entrepreneurs and craftspeople in your constituency who could be exporting from their laptops, but they may need some help. We can provide that.

When it comes to exporting, the UK is punching above its weight. We are one of the world's largest economies and exporters of goods. We are second only to the United States in the export of services.* But there is potential for much more – our ambition now is to strengthen our position as one of the 21st Century's great trading nations. **You can be a part of that.**

*Source: World Economic Forum: <https://www.weforum.org/agenda/2017/03/worlds-biggest-economies-in-2017/>;
World Bank: https://data.worldbank.org/indicator/BX.GSR.NFSV.CD?view=chart&year_high_desc=true



Ross McMahon, CEO
Kendal Nutricare

Your local exports

There could be around 600 businesses in your constituency that are able to export, but don't currently. The Department for International Trade (DIT) and the Exporting is GREAT campaign aim to inspire these businesses to begin exporting.

However, it's not just about the businesses that don't export. Most UK exporters only react to incoming orders, rather than proactively looking to sell overseas. Yet businesses which seek out new opportunities abroad are likely to see sales double.

As a constituency MP, you are in a unique position to encourage your local businesses to start or increase exporting.

Case study: Supplying British baby milk to China and beyond

Cumbria-based pharmaceutical company Kendal Nutricare secured an £85 million export contract following a trade mission to China. While the company did a lot of research themselves, they also worked closely with DIT teams overseas to identify customers, partners and distributors.

“When you pick an export market, I think it's important to do a lot of research. Really, I turned to DIT- I go to a lot of their conferences, I go to a lot of their trade shows. We now collectively exhibit- as part of the Northern Powerhouse- at Gulfood in Dubai, San Francisco Winter Fancy Food Show, the FHC Show in Shanghai.

“DIT's commercial officers can also be a great help especially with foreign cultures and foreign languages, with all the support they can give you in your negotiations, drawing up distribution contracts, and selecting partners. At least, when you are introduced by DIT, you're introduced at a level to the industry that is respected. You already have almost a stamp of approval from the British government for your product.”

Ross McMahon,
CEO



Talk to your local businesses about exporting

We know businesses are always thinking about new customers and new sales opportunities.

This toolkit will help you to encourage the businesses in your constituency to think about how to get more orders through exports, and to help them access the advice and support they need.

Exporting is easier than it seems - DIT can help.

The checklist opposite is just a starting point to help guide you.

Your checklist as a local trade minister

This checklist is a quick and easy way for you to see what you can do as a trade minister for your constituency. Further information on these practical steps can be found throughout this toolkit.

To do	Done
Write a press release about how you are helping local businesses to win export opportunities	
Promote the press release on social media	
Use #ExportingisGREAT to maximise the reach of your stories	
Go online and download posters, flyers, banners and invitations	
Contact your local trade team	
Host or support a trade promotion and networking event	
Tell local businesses about DIT's services	
Encourage your local businesses to join our national Facebook Community Group - facebook.com/ExportingisGREAT	
Encourage your local businesses to become Export Advocates with help from your local trade team	

Point businesses to DIT for:	
Advice on how to start	
Information on where to sell their products	
Help selling online	
Financial support to start or scale up exporting	
Information about trade events happening near them	
Guidance on intellectual property	

SIMPLE WAYS TO HELP YOUR LOCAL BUSINESSES SELL OVERSEAS

1. How do I promote local exporters on social media?

- By using our online resources to create posters and social media images - visit **bit.ly/MPstoolkit**
- Quotes from businesses who are already selling overseas tend to do particularly well, so include one if you can
- Use **#ExportingisGREAT** to get maximum reach for your social media posts and encourage others in your community to use this hashtag too
- Encourage your local businesses to share their export wins on social media
- Help your businesses to connect with exporters nationwide at **facebook.com/ExportingisGREAT**
- Seize any opportunity when you meet local businesses to talk about the support available to export

2. How do I find my local trade statistics?

- Visit **bit.ly/MPstoolkit** for your regional fact sheet, which includes:
 - i. Number of local businesses exporting
 - ii. Value of regional exports
 - iii. Largest export sectors
 - iv. Local success stories

3. How do I run an export event?

- Host your own Exporting is GREAT networking event with local companies, including new and experienced exporters, to share tips and inspire each other.
- Make posters and flyers using our online templates, or contact us at **exportingisgreat@trade.gov.uk** for pull-up banners and invitations.
- Invite your local Export Champions - these are businesses which are hand-picked by local trade teams in England and who feature in our national publicity material. You can contact them via your local trade team, whose details are on the next page.
- Book the export hub truck for an event by emailing **exportingisgreat@trade.gov.uk**
- Local Enterprise Partnerships' Growth Hubs, Chambers of Commerce, trade associations and organisations like the CBI and FSB all work with small businesses - ask them to contact us at **exportingisgreat@trade.gov.uk** for pull-up banners and invitations.

4. How can I get help from my local trade team?

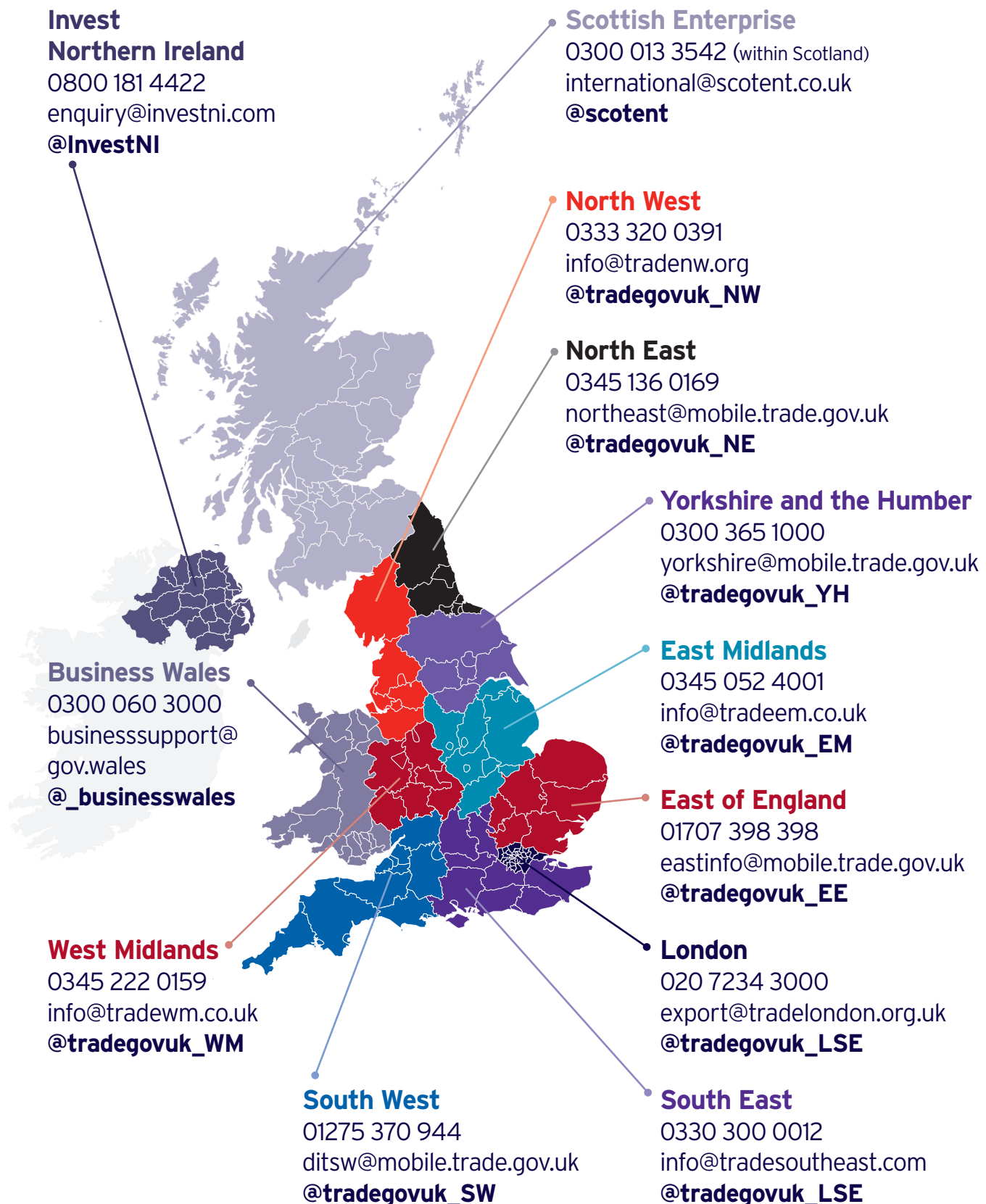
- Find your nearest office using the map on the next page or **great.gov.uk/contact/office-finder**
- Your local trade team can tell you about activities, events and export opportunities in and for your constituency - you can promote these in your correspondence and newsletters, on social media and on your website
- Find out which businesses in your constituency have had success through DIT support - so you can promote these online and on social media

5. How do I get publicity for my local exporters?

- Tell your local journalists when regional trade statistics are released
- Promote and celebrate local business success stories
- Show businesses how to apply to become an Export Advocate at **great.gov.uk/community**. Export Advocates are volunteers who provide the local voices for export promotion- to support businesses to start selling overseas.
- Create a poster with your local businesses, using our online templates at **bit.ly/MPstoolkit**

WHO ARE YOUR LOCAL TRADE CONTACTS?

There are business and trade teams across the country.
They provide localised support for businesses.



Case study: Chatta gets Malaysia talking

Chatta designs educational software that helps children learn to talk through voice recordings, pictures and videos.

Within a week of DIT supporting Chatta to exhibit at a trade show in Kuala Lumpur, the business secured an export deal. Now, DIT advisers are setting up meetings with the Malaysian Minister of Education, and educational providers

in Vietnam. The Malaysian government are planning for 40,000 new nursery places and Chatta could be at the forefront, offering an innovative way of learning English and reaching an annual revenue of £2.5 million in the process.

“It wasn’t until we were invited by DIT to take part in a showcase of British products that we realised the scale of the demand for English learning overseas.”

“As a software company, one of our major considerations has been protecting our intellectual property abroad. Thankfully, DIT has been on hand to help guide us through this process, and helped us to access local government experts who made sure our trademarks were watertight.”

Chris Williams,
Co-founder and Managing Director



Support for new and existing exporters

*Jacqui Ma, founder
Goodordering*



What to tell a business if they ask...

How do I find advice on where to start?

Visit **great.gov.uk** for:

- Guidance on how to create an export plan
- Things you need to consider when starting
- An opportunity to create a free business profile to promote your business overseas - **great.gov.uk/find-a-buyer**

How do I decide where to sell my products?

- You can see live demand for British goods and services at **great.gov.uk/export-opportunities**

How do I start selling online?

- Find e-commerce support at **www.gov.uk/guidance/e-exporting**
- Use the Selling Online Overseas Tool to identify and apply to sell with global marketplaces relevant to your business and benefit from special deals with some of our partner marketplaces - **great.gov.uk/selling-online-overseas**

How do I get financial support to start or scale up exporting?

- Contact UK Export Finance (UKEF) at **customer.service@ukexportfinance.gov.uk**.

UKEF aims to ensure that no viable export fails for lack of finance or insurance. Their Export Finance Managers can help you decide what type of financial support you need. They can also help you to complete your application.

- Visit **great.gov.uk/advice/get-export-finance-and-funding/get-export-finance/** for more options

How do I find out about DIT events?

- Visit events.great.gov.uk for details of major trade fairs, missions, and exhibitions, webinars and local events
- You may get financial help to attend a trade show overseas - www.gov.uk/guidance/tradeshows-access-programme

How do I find out more about protecting myself and my business?

- Read the latest guides on intellectual property, understanding risk and avoiding corruption - great.gov.uk/advice/manage-legal-and-ethical-compliance/

How do I get local support?

- Find your local trade office - great.gov.uk/contact/office-finder and see what export support might be available to you locally if you are a VAT registered business and have a product/service to export. Speak to an international trade adviser, who can offer one-to-one, bespoke, impartial advice.
- Your local trade team can also put you in touch with trade specialists who can give advice on:
 - sectors and local markets
 - support during overseas visits
 - identifying possible business partners
 - preparation for exhibitions and events

DIT'S OVERSEAS NETWORK

Speak to your local trade team to find out who can help overseas

DIT have 177 teams in 108 countries/territories.
These teams can:

- Put businesses in touch with overseas buyers
- Advise on doing business in more challenging markets
- Provide local market research

Our HM Trade Commissioners

These teams are led by HM Trade Commissioners who are responsible for regional trade plans and working with governments and businesses overseas to support UK trade. Their names and regions are shown on the map.

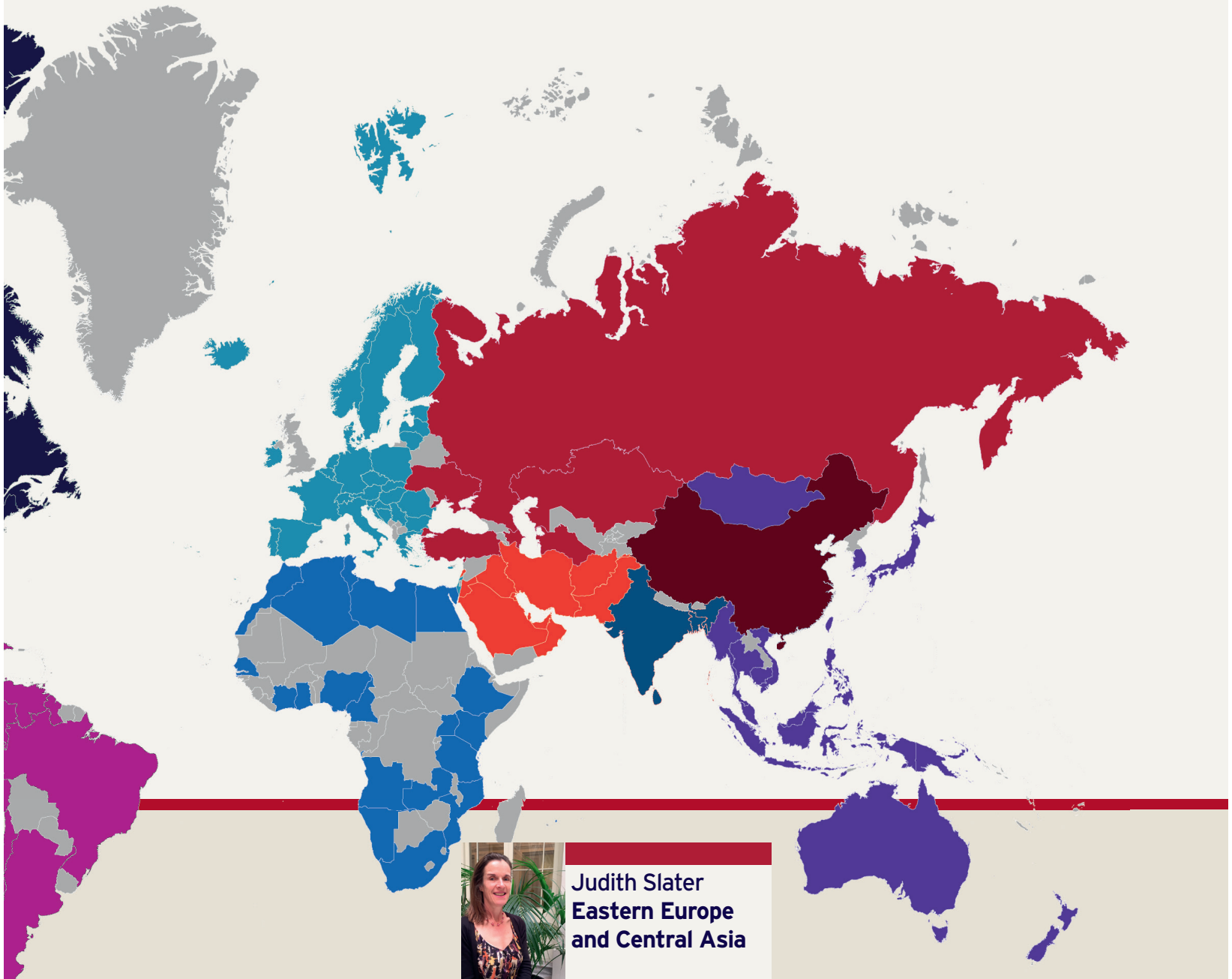
We also have trade envoys assigned to emerging markets with high potential for UK trade and investment. Find out more at gov.uk/government/groups/trade-envoys



Anthony Phillipson
North America



Joanna Crellin
Latin America



Judith Slater
Eastern Europe
and Central Asia



Andrew Mitchell
Europe



Simon Penney
Middle East



Richard Burn
China



Emma Wade-Smith
Africa



Crispin Simon
South Asia



Natalie Black
Asia Pacific

Forest Gin
Macclesfield Forest, UK



Talk to us

If you would like support, get in touch with the central team at **exportingisgreat@trade.gov.uk**.

THERE IS A TRADE OFFICE NEAR YOU

Companies in England can contact:

DIT EAST OF ENGLAND

eastinfo@mobile.trade.gov.uk

01707 398 398

DIT NORTH EAST

northeast@mobile.trade.gov.uk

0345 136 0169

DIT SOUTH WEST

ditsw@mobile.trade.gov.uk

01275 370 944

DIT EAST MIDLANDS

info@tradeem.co.uk

0345 052 4001

DIT NORTH WEST

info@tradenw.org

0333 320 0392

DIT WEST MIDLANDS

info@tradewm.co.uk

0345 222 0159

DIT LONDON

export@tradelondon.org.uk

020 7234 3000

DIT SOUTH EAST

info@tradesoutheast.com

0330 300 0012

DIT YORKSHIRE AND THE HUMBER

yorkshire@mobile.trade.gov.uk

0300 365 1000

Companies in Wales, Northern Ireland or Scotland can contact:

BUSINESS WALES

businesssupport@gov.wales

0300 060 3000

INVEST NORTHERN IRELAND

enquiry@investni.com

0800 181 4422

SCOTTISH ENTERPRISE

international@scotent.co.uk

0300 013 3542 (within Scotland)

NOTES

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UK Government



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