



Introduction to Export Academy Sefton Economic Forum

Irina Shmakova
Export Academy Adviser
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Why export?

1. Gain more sales, potentially more profit
2. Reduce risk – spread activity more widely
3. Motivate staff
4. Gain new ideas and innovations
5. Improve competitiveness
6. Economies of scale
7. Reduce impact of seasonal fluctuations



What is the Export Academy

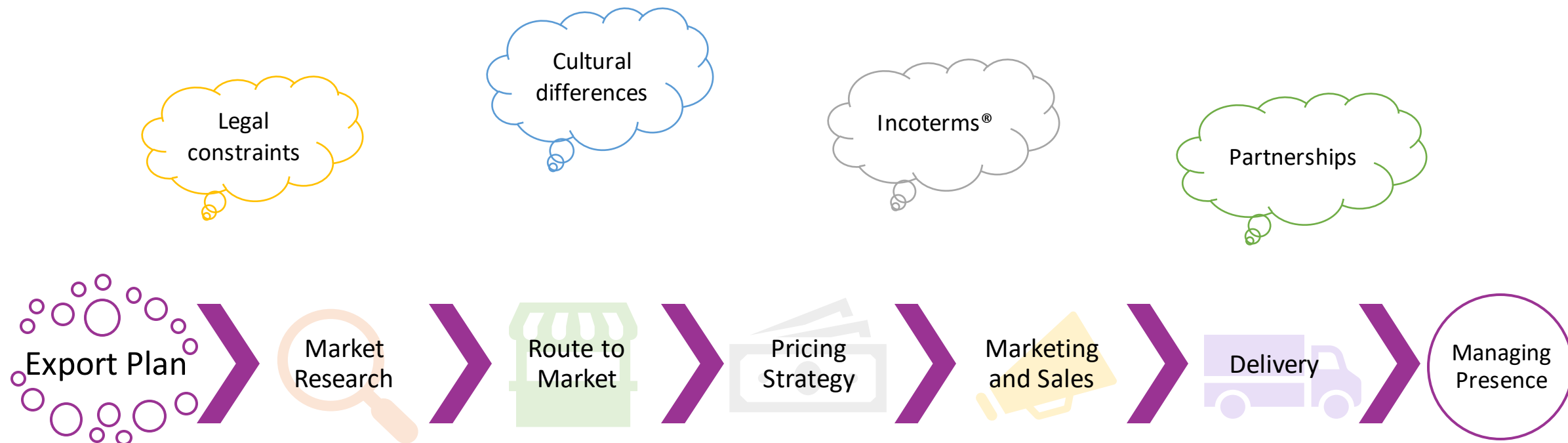
A series of free webinars, masterclasses, events, roundtables and drop-in sessions.

Export Academy is designed for:

- New exporters
- Ad hoc exporters who would like to develop a more strategic approach
- Experienced exporting companies seeking to upskill staff
- Anybody wishing to brush up their skills!



Export Journey Overview





Export Academy Foundation Series

- **Module 1** – The Benefits and Barriers of Export
- **Module 2** – International Market Research
- **Module 3** – Customs Procedures Part 1
- **Module 4** – Pricing Strategy and Routes to Market
- **Module 5** – Customs Procedures Part 2
- **Module 6** – Getting Paid
- **Module 7** – Understanding International Commercial Terms
- **Module 8** – Export Controls
- **Module 9** – Selling Services Part 1
- **Module 10** – Selling Services Part 2

Also available as an Intensive Series (Part 1 & Part 2) – two half-day events



Aim of Export Academy foundation course

The purpose of this course is...



- To help you to understand the benefits and risks of exporting
- To enable you to make informed decisions about any export venture
- To develop an achievable export plan



Aim

On completion of this course, you should be confident about making a commitment to export. You will know where to find key information and where they can get help



Export Academy types of events

- **Foundation & Intensive Series**

- **Masterclasses**

Introduction to FTAs
Take Your Website To The World

- **Partner events**

Amazon, Ebay etc

- **Sector faculties**

Exporting Education
Exporting Food & Drink



Axminster Tools

“My team have been attending the EA sessions, it has stimulated some really good discussion and they are certainly growing more confident.”

Matthew Young, Export Manager

EXEAT

“Your Export Academy sessions have been invaluable to us and meant we could swiftly begin trading with two key markets”.

Laura Ward , Founder and CEO , EXEAT

“The support we’ve received from the Export Academy has helped us start to sell our services to Bulgaria, Germany and Australia”

Val Adams, Director.

“Export Academy provided useful & practical information on how to export, friendly & enthusiastic service for delegates”
(Alitis Service (UK))

“EA Programme gave me more clear vision of my business plan and helped me with information in other areas as well” (Wish Man LTD)



Register for our events

Export Academy

<https://www.events.great.gov.uk/website/6264/>