



Department for
Business & Trade



YOUR UK EXPORT ACADEMY PARTNER UPDATE NOVEMBER 2023

Dear XX,

Welcome to your monthly UK Export Academy (UKEA) partnership update for November 2023.

This month, I've got updates for you on:

- our brand new Digital Marketing masterclass series
- key events happening in November
- how you can promote UKEA events on your social media channels

Use the promotional toolkit (in the purple box) to help you promote the UKEA programme to your networks, or read on!

Your UK Export Academy Promotional Toolkit

- [View event listings](#)
- [Download flyers](#)
- [Download pre-written copy](#)
- [Download social media copy](#)
- [Download case studies](#)



Brand new Digital Marketing Masterclass series!

Throughout November and December, businesses can join us for our [series of digital marketing masterclasses](#).

With five webinars in the series, companies can join all of them, or dip in and out, to learn the fundamentals that will lead to developing a solid global digital strategy.

Topics will cover:

- building a digital strategy to success in overseas markets
- increasing online presence by optimising SEO
- why localisation is the secret to unlocking success with global audiences
- using social media to effectively sell and grow

This series will be hosted by Charlie Garnham and Nigel Barker, DBT Digital Trade Advisers who support businesses across all sectors with their online presence and strategy.

Promote UK Export Academy events on your social media channels

Are you looking to promote UK Export Academy events on your social media channels?

We've made it really easy for you to share content. You can download our ready made [images](#), [videos](#) and [pre-written copy](#), or feel free to craft your own images and copy and make sure to tag our social media accounts, so we can amplify your posts. Our hashtags and handles found below:


LinkedIn: [Department for Business and Trade](#) / [Business Support Gov UK](#)

X (formerly Twitter): [@biztradegovuk](#)

Instagram: [@uktrade](#)

Facebook: [@biztradegovuk](#)


Hashtags: [#UKExportAcademy](#), [#Soldtotheworld](#)


 You can also [download this handy image](#) to promote November's UKEA events. Perfect for sharing on your social media channels, or via email.

Key events coming up in November...

Understanding the Electronic Documents Trade Act (EDTA) events

Thursday 9 November and Monday 20 November


 Hosted by experts from Kennedy's Law and the Department for Business and Trade's Digital Team.

 Perfect for businesses looking to demystify the new Electronic Documents Act and understand how this groundbreaking Act can benefit their own international growth.

Service companies: How to develop a successful international business


Monday 13 November, 11:00am - 12:15pm


 Companies will hear from Export Champions James Blakemore from the JMB Partnership and Paul Stephen from the Remarkable Group.

 Perfect for businesses wanting to hear advice from other service businesses owners who have successfully sold their services to the world.

Get your Business ready for South Asia


Tuesday 14 November, 10:00am – 11:00am


 This webinar will outline the benefits and opportunities and costs of entering the South Asian market (with a focus on India).

 Perfect for businesses wanting to understand the opportunities of trading to South Asia, or are looking to Nepal, Sri Lanka, Bangladesh or India as their next export target market.

Introduction to ATA Carnets

Wednesday 29 November, 10:30am – 11:30am

 Hosted by experts from the London Chamber of Commerce and Industry.

 Attendees will learn about when and how to apply for an ATA Carnet, an international customs document, along with when and how they should be used.



What else is new in the UK Export Academy this month?

International Trade Week 2023 - where in the world is your next customer?

We have a great series of webinars coming up as part of our annual flagship International Trade Week, which is running from Monday 6 November to Friday 10 November.

UK companies can grow their international intelligence from a wide range of our market events and explore the vast opportunities that different global markets provide to accelerate their growth.

Businesses can attend sessions to find out more about the following markets:

1. [Saudi Arabia](#)
2. [The Balkans](#) (Bosnia-Herzegovina, Bulgaria, Croatia, Slovenia, Serbia, and Montenegro)
3. [CPTPP countries covering Japan, Vietnam and Malaysia](#)
4. [India](#)
5. [USA](#)
6. [Africa](#)

Partnership events happening this month...

We are pleased to announce that as part of our new initiative in working more collaboratively with our partners to support UK businesses, we have a range of joint stakeholder events running in November:

1. [Export opportunities for women-led SMEs](#), **Friday 3 October, 3:00pm – 4:00pm**

Hosted in partnership with Barclays and the [Organisation of Women in International Trade](#). This event is for female business owners, who want to find out more about the many tools and programmes women-led SMEs can benefit from, including access to funding.

2. [How to realise your business' potential in India.... Powered by UPS!](#) **Tuesday 21 November, 10:00am - 11:00am**

Hosted in partnership with multinational shipping company UPS and perfect for businesses interested in selling their products to India but unsure of how to start.

3. [Spot the differences: Business and culture in India](#), **Thursday 30 November, 10:00am - 11:00am**

Hosted in partnership with [eLanguage World](#), a member of the Association of Translation Companies (ATC) and an ideal event for companies considering selling to India and want to understand Indian cultural attitudes and values.

As a reminder, if you or your team would like a member of the UKEA team to present about the support we can provide to you, your networks or the businesses you work with, then please get in touch - details are at the bottom of this email.

 **Don't just take our word for it!**

Take a look at some of the great feedback we've had from businesses over the last month!

<p>"Export Academy is excellent in their research and delivery. I have benefited greatly and looking forward to becoming one of UK top brands and exporters."</p> <p>[Get your business ready for Latin America and the Caribbean]</p>	<p>"Presenter was clear and knowledgeable and able to provide practical experience and content."</p> <p>[Essentials: Deciding your pricing strategy and routes to market]</p>
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