



Department for  
International Trade

# GROW YOUR INTERNATIONAL SALES



Learn everything you need to know about how to sell your products or services to the world.

**Join the UK Export Academy.**

[great.gov.uk/exportacademy](https://great.gov.uk/exportacademy) 

**MADE IN  
THE UK**  
SOLD TO THE  
WORLD

## WHAT'S THE UK EXPORT ACADEMY?

The UK Export Academy is a free training programme for UK businesses looking to grow their international sales. Brought to you by expert speakers, these export workshops are delivered through a hybrid of online and face-to-face learning.

Join hundreds of businesses like yours as we explore the benefits and challenges of trading outside of the UK.

Discover your export potential, increase your confidence, and upskill your knowledge of overseas sales. Prepare your future export plan, network with like-minded businesses, and take your next steps to international growth.

## WHAT'S INVOLVED IN THE UK EXPORT ACADEMY?

Whether you're a first time exporter, or looking to develop your knowledge further, the UK Export Academy has hours of content available for all SMEs across the UK. With hundreds of workshops available across the year, you can customise your programme with events that suit you.

The UK Export Academy is delivered in three stages depending on your skill level.

### Foundation

This is a step by step guide to becoming an exporter. The foundation modules will build your knowledge and confidence if you're relatively new to selling internationally or interested in learning about how to start. You will leave the foundation course with an export action plan tailored to your business.

### Masterclasses

Once you have a good understanding of the basics, these masterclasses will broaden your knowledge in areas such as sales skills, website internationalisation, eCommerce, managing overseas partners, and more. This is where you'll learn about sector-specific challenges, and gain insight into the different markets overseas.

### Opportunities

It's time to put your knowledge into practice. Discover how you can use DIT's sector teams and overseas networks to access in-market opportunities, including the benefits of new free trade agreements. Find out how you can join like-minded businesses on trade missions and attend international exhibitions all over the world.

## HOW TO JOIN THE UK EXPORT ACADEMY?

Register for your [free UK Export Academy account](#) and create your personalised agenda. We'll continue to add exciting export events, so check back to keep growing your programme.

**"REALLY GREAT OPPORTUNITY TO GET SPECIFIC, FREE, IMPARTIAL ADVICE."**

P Muller  
The Last Shoemaker, York