



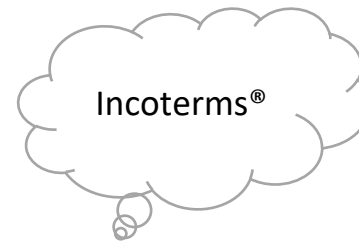
# Introduction To The United Kingdom

## Export Academy

**Mark Burkett**  
Export Academy Trade Adviser



# Export Overview





# What is the Export Academy

- Series of free webinars (the **Essentials** Series), masterclasses and events.

## 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 Academy Essentials Series

- Exploring The Benefits and Barriers of Export
- Conducting Your International Market Research
- Considering Customs Procedures (Part 1)
- Deciding Your Pricing Strategy and Routes to Market for Overseas Sales
- Considering Customs Procedures (Part 2)
- A Guide to Getting Paid When Selling Overseas
- What are International Commercial Terms and How Should They Be Used
- Understanding Export Controls
- How To Sell Your Services Overseas (Part 1)
- How To Sell Your Services Overseas (Part 2)



**Please refer to our schedule of events for the dates and timings of our Essentials Series and other Masterclasses**



## At the UKEA we link with other agencies within the Regions such as.....

- International Trade Advisers and Sector Specialists
- Overseas Trade Desks
- Export Support Service – ESS
- Growth Hubs
- Chambers of Commerce
- UKEF
- Innovate UK Edge
- Business Associations
- Universities (Help2Grow, Accelerator Programs etc, etc)



# What Do Our Clients say?



## Q & A's