

# Looking to export overseas? Read our top 10 tips.



## 1 Act now

Find out which markets British businesses are looking to export to in the next six months.



Lloyds Bank Business in Britain Report January 2017

## 2 De-risk your business

Trading internationally can improve the productivity, growth and resilience of your business.



DIT World Trade Report<sup>1</sup>

## 3 Take advantage of the financial market

The weaker pound presents a major opportunity for businesses to take their first steps in exporting overseas, or strengthen their existing international trading position.

## 4 Plan for tomorrow, today

The current economic situation gives you the opportunity to become more productive and more competitive.

Key benefits of exporting<sup>2</sup>:



New revenue stream



Reduced concentration



Improved profile and credibility



Exposure to new ideas



Increased commercial lifespan of products or services

## 5 Choose a 'win-win' approach

If you trade with the EU and are concerned about the impact of the EU Referendum, start de-risking your business today by exporting to new markets beyond Europe.

Lord Digby Jones<sup>3</sup>

## 6 Know your destination

Pick 1-5 economies where you feel comfortable based on language, geographies and rule of law.

## 7 Learn from the market

Learn how to better manage risk and the quality of your supply chain by speaking with your local Chamber of Commerce and the Department for International Trade.

## 8 Focus in on the market that's right for YOU

Don't just follow the crowd; find which market is the most attractive for your specific product or service.

## 9 Customers at the heart of your business

Learn more about foreign cultures and customs, how to do business and how to reach your prospective customers in foreign countries.

## 10 Future-proof your business with export

Watch the video of Lord Digby Jones delivering his views for the benefit of first time exporters and those interested in taking their business to the next level<sup>3</sup>.

Find out more at our International Trade Portal at [www.bankofscotlandtrade.co.uk](http://www.bankofscotlandtrade.co.uk)

### SOURCES:

- [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/294348/Bringing\\_home\\_the\\_benefits\\_-\\_how\\_to\\_grow\\_through\\_exporting.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/294348/Bringing_home_the_benefits_-_how_to_grow_through_exporting.pdf)
- <https://ukti.blog.gov.uk/2015/11/11/seven-reasons-you-cant-afford-not-to-export/>
- Gameplan 'Developing a New Market', Lord Digby Jones: [www.bankofscotland.co.uk/gameplan](http://www.bankofscotland.co.uk/gameplan)

The information on the International Trade Portal is provided for general guidance only and should not be relied upon as specific advice.



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