

SEPTEMBER 2024 EVENTS



MASTERCLASSES

Masterclass topic	Event name	Date	Time
Market research series: Become a market research guru!	<u>Choosing your next export market: A data-driven approach</u>	10 September	14:00
	<u>Researching export markets part 1: Strategy planning and desk-based research</u>	18 September	14:00
	<u>Researching export markets part 2: In-market research, using research findings to develop strategy</u>	24 September	14:00
Understanding customs procedures	<u>Utilising customs special procedures to gain a competitive advantage</u>	4 September	14:00
	<u>A beginner's guide to understanding digital ATA Carnets</u>	17 September	14:00
	<u>The next big opportunity: UK Freeports and Customs Innovation</u>	24 September	10:00
Digital Marketing	<u>LinkedIn: The Ultimate Lead Generator</u>	5 September	10:00
	<u>Effective Instagram for international audiences</u>	11 September	10:00
	<u>Divide and Conquer: Audience Segmentation Strategies for International Growth</u>	20 September	10:00
	<u>Driving International Traffic with Search Engine Optimisation (SEO)</u>	23 September	10:00
	<u>eBay: International Marketplace Spotlight, delivered by the Digital Exporting Programme</u>	25 September	14:00
Financing exports	<u>Boost your export potential with UK Export Finance</u>	10 September	10:00
	<u>Top tips for understanding VAT in Europe</u>	16 September	10:00
	<u>Get started with navigating the world of foreign exchange management</u>	19 September	14:00
	<u>Everything you need to know about Letters of Credit</u>	30 September	10:00
Logistics	<u>Manage your orders like a HERO!</u>	12 September	15:00
Export Insights with Export Champions	<u>Motion Across Oceans: Simworx's 4D attraction Export Adventure</u>	13 September	12:30
	<u>Taking My Business Internationally, What I Wish I'd Known: Top tips from Female Entrepreneurs!</u>	18 September	10:00
	<u>From lips to tips: Award winning lip and skincare brand Dr.PAWPAW, share their export advice</u>	25 September	12:30

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MARKET EVENTS

Market Destination	Event title	Date	Time
Europe	<u>How to build your business in the EU</u>	3 September	14:00
FTA related countries	<u>Why Free Trade Agreements can help you grow your business</u>	5 September	14:00
Australia and New Zealand	<u>Get your business ready for Australia and New Zealand</u>	9 September	10:00
Canada	<u>Doing Business in Canada</u>	11 September	15:00
Armenia	<u>Expanding your Business in Armenia</u>	12 September	10:00
Gulf region: UAE, Saudi Arabia, Qatar, Oman, Bahrain and Kuwait	<u>How to Promote your Brand in the GCC</u>	19 September	10:00
China	<u>Business Culture in China</u>	26 September	10:30
Japan and China	<u>Navigating country risk in Japan and China for UK exporters</u>	26 September	14:00

SECTOR EVENTS

Sector Type	Event Name	Date	Time
Mining	<u>Exploring Mining supply chain opportunities in Eastern Europe and Central Asia</u>	2 September	09:30
Consumer and Retail	<u>Unlocking Growth: Discover Opportunities in the Philippine Consumer & Retail Market</u>	6 September	10:00
Food and Drink	<u>Made in Northern Ireland, Sold in Mexico – How to export Food and Drink to Mexico</u>	17 September	15:00
Education	<u>Delve into international opportunities in education aid and donor funding</u>	26 September	13:00

To view our Essentials series [click here](#) and for our Start your Journey calls, [click here](#).

To book an event, visit great.gov.uk/export-academy.