

UK Trade & Investment Master Classes

UK Trade & Investment (UKTI) master classes provides you with the necessary support to further develop your export potential by offering a series of workshops that delivers an insight towards international business.

International Market Research

An interactive half-day workshop presented by UKTI's International Market Research team, offering hands on experience of market research, tailored advice and guidance.

Content includes:

- Market Selection Techniques
- Desk Research Sources
- Field Research
- How to Conduct a Market Research Project

Managing Agents and Distributors

The appointment of a well-connected export agent with local experience and a good understanding of the market can be a low cost, quick entry into an overseas territory. How do you find the right agent and keep them motivated?

Content includes:

- Advantages and disadvantages of using agents and distributors
- Assessing potential agents
- How to motivate agents and distributors
- Problems in managing agents and distributors

Exporting and The Internet

A half day workshop which aims to help you make the most of your website.

Content Includes:

- Globalisation: Language, Content & Culture
- Fields of Dreams: if you build it they will come
- You have a website – so what?
- Infrastructure for Export

Working With Americans

An interactive cultural awareness workshop covering US/UK cultural differences and market opportunities in North America.

Content includes:

- Managing or working with Americans
- USA: an attractive market
- Market opportunities in North America
- Growing your American business
- Cultural awareness

Exhibitions

This workshop will examine:

- How to decide on suitable shows
- What the buyers/ visitors are looking for
- How to get and exploit publicity before, during and after a show
- How to create a stunning stand – while reflecting your company image

International Marketing and Branding Master Class

A half day master class which will

- Look at how your company is marketing itself currently and how that needs to change to operate effectively internationally
- Explanation of the marketing mix
- What are you saying about your company?
- Examination of your image

Intellectual Property Rights

This half-day workshop will investigate the range of Intellectual Property Rights which are available to business. It will look at issues such as:

- Exploiting your IPR
- How to protect your investment
- Use examples of case studies

HM Revenue & Customs

This full day event, offered by UKTI in conjunction with HM Revenue and Customs, provides an introduction to importing and exporting and VAT in and out of the EU.

These seminars will enable you and your business to:

- Understand Customs issues and learn how to get it right first time
- Be aware of key VAT issues when importing & exporting
- Understand the differences between the treatment of tangible goods and services for VAT purposes when trading with the EC and internationally
- Establish where to get help about Customs and VAT aspects if importing and exporting.