

PREPARING TO EXPORT PROGRAMME (P2E) BOOK YOUR PLACE

Interested in exporting but not sure where to start? Or have you some international trade experience but would appreciate some external help?

The award winning and free P2E Programme is for Scottish companies who are considering exporting for the first time or for those wishing to build on early exporting experience.

"This has been a great course and we're so grateful for the support! It's time to Go Global"

"Excellent"

"Excellent – completely relevant & useful"

"....the course was fantastic, thank you so much"

"The advisors were incredibly knowledgeable & it was a pleasure to be part of the programme. Thank you for everything."

HOW CAN IT HELP YOU?

As a result of participating in this Scotland-wide programme, you will have both an outline Strategy for your business and a tailored & practical Export Plan. The completion of the outline Strategy will better prepare your business to enter export markets and significantly increase your chances of success. Your tailored Export Plan provides the detailed approach required to enter export markets successfully.

WHAT IS INVOLVED?

The programme is delivered over an 8-week period, using a blended learning approach of online e-learning, workshops & 1-2-1 sessions with international trade experts, Strategem. The programme is delivered on a national basis and is being funded by Scottish Enterprise, working with partners Scottish Development International, Highlands and Islands Enterprise, South of Scotland Enterprise and Business Gateway.

The programme has two key phases:

Phase 1: Helps you create a straight-forward outline strategy, ensuring you have the fundamentals in place for exporting success. This consists of 2 e-learning modules, 2 half day workshops & two 1-2-1 advice sessions. The workshops cover the following:

- Workshop 1: Strengths, Weaknesses, Opportunities & Threats, Unique Selling Points, Financial Objectives & Your Company vision
- Workshop 2: Approaches to Growing Your Business, Vital Few Actions.

Phase 2: Allows you to build your own tailored export plan. This phase consists of 12 e-learning modules which are supported by 4 workshops and 1-2-1 sessions. The workshops cover the following:

- Workshop 1: Export Planning, Market Research & Selecting Target Market
- Workshop 2: Legal Issues, Routes to Market & Digital Strategy
- Workshop 3: International Business Partners, Exporting Products & Costing & Pricing
- Workshop 4: Incoterms, Getting Paid & Marketing & Sales



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Get ready to enter international markets

"We were very pleased with the workshop, which covered a lot of ground. Our team engaged fully with the materials and I am happy to report that we have already deployed some of the techniques we learned to good effect."

Please see further feedback from previous participants at:

<https://scottish-enterprise.s3.eu-west->

HOW DO YOU BOOK YOUR PLACE?

We are currently recruiting for two new programmes. The e-learning modules are quick & straight forward & can be completed at a time that suits each company.

The dates for the online workshops, which run from 10.00-12.30, take place on the following dates:

Programme 1:

Tuesday 30th August
 Tuesday 6th September
 Tuesday 26th September
 Tuesday 4th October
 Tuesday 18th October
 Tuesday 1st November

Programme 2:

Thursday 8th September
 Thursday 22nd September
 Thursday 6th October
 Thursday 20th October
 Thursday 3rd November
 Thursday 17th November

APPLICATION PROCESS

We select and work intensively with ambitious companies who are determined to succeed internationally. As such, all applications will be vetted on a case-by-case basis; To register your interest, please email your details to:

Export.learning@scotent.co.uk.

Alternatively, if you wish to discuss any aspect regarding the programme, please contact Kash Reid (kash.reid@scotent.co.uk) or Laura Mallon (laura.mallon@scotent.co.uk)