

# HELP TO GROW. MANAGEMENT ALUMNI LIVE

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# INTERNATIONAL SALES



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HM Government

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MANAGEMENT ALUMNI

# LIVE

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Founder, Cocofina and  
Sozye





Department for  
Business & Trade



# International Sales Workshop

## Help to Grow Alumni LIVE

**Rob Lewtas**

23<sup>rd</sup> November 2023





# International Sales Workshop

## Running order:

Session	Speaker	Duration
Intro to the session, speakers, aims & objectives	Rob Lewtas	5 minutes
Benefits of exporting and DBT services & Support	Rob Lewtas	15 minutes
Export Academy	Julek Syposz	10 minutes
Cocofina Story	Jacob Thundil	15 minutes
Q&A		15 minutes

# Who we are

**The Department for Business & Trade (DBT) provides guidance, services, and support to help UK businesses export.**

## **DBT has a global network of:**

- UK based teams
- Commercial staff in British Embassies, Consulates & High Commissions
- Overseas Business Networks
- 108 countries, 162 offices

**DBT supported businesses achieve:**  
8% greater growth Yr1  
11% greater growth Yr2





# Benefits of doing business overseas

**Businesses can gain huge rewards from selling overseas, whatever their size or sector.**

Doing business outside the UK can:

- Make you more profitable, competitive and innovative
- Boost your profile at home and internationally
- Help you grow your business, because you're selling to new customers and accessing new revenues
- Make you more resilient and spread your business risk
- Give your products and services a longer commercial life, because you have access to new customers and markets

**UK Exporters are:  
11% more likely to survive  
30% more productive in Yr1**





# Typical barriers to Exporting





# DBT support offer



Bespoke and impartial **one-to-one advice** and support from our **International Trade Advisors**



Access to **bespoke overseas market research and local support**



Live **export opportunities**



**Free masterclasses and workshops on specific topics**



**Market entry options appraisals**



**Trade missions** to selected markets



**International communications review and digital proposition**







# Cultural & consumer considerations

- Commercial culture
- Consumer tastes
- Cultural differences



# Export Academy

**The UK Export Academy is a free training programme, delivered through a hybrid of online and face-to-face learning.**

From introductory sessions to specific sector workshops, the UK Export Academy has hours of content available for all SMEs across the UK. Whether you're brand new to exporting, or looking for a refresher, customise your programme with workshops that suit you.

Our beginner modules are repeated across the year, so you can sign up to as many as you like at the pace that works for you.

- **Foundation course** – beginner course covering key exporting basics
- **Masterclasses** - Our intermediary modules explore specialised areas of interest in more detail
- **Opportunities** - Our market modules bring in the knowledge and guidance of our international colleagues.



**UK Export  
Academy**



Department for Business & Trade

Advice Markets Services

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**MADE IN THE UK**  
**SOLD TO THE WORLD**

Create an account



## Guidance and support for UK exporters

### Find the answers to your exporting questions

Get instant help from our online services and how-to articles or contact our Export Support Service to access our wider network of support.



### Check duties and customs procedures

One of our most popular and useful tools. Find all the rules, duties, codes and procedures for your goods and target market.



[← Back to My export plans](#)

## Export plan for selling Hair band to Netherlands

Created on 17 October 2023

▼ Hair band

0% completed



### About your business

0 out of 5 questions answered



### Business objectives

0 out of 2 questions answered



### Target markets research

0 out of 5 questions answered



### Adapting your product

0 out of 11 questions answered



### Marketing approach

0 out of 2 questions answered




### Costs and pricing

0 out of 8 questions answered






 Department for Business & Trade
 [Learn to export](#)
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## Markets

Research export opportunities and prepare your business for new markets



[great.gov.uk](#) > Markets

### Filter markets guides

Sort by

Market A-Z ▼

[Find information about your product](#)

#### High potential sectors for UK business

- Advanced manufacturing
- Aerospace
- Agriculture
- Agri-technology
- Automotive
- Biotechnology
- Cleantech
- Construction
- Consumer products
- Cyber security



Algeria



Antigua and Barbuda



Argentina





[great.gov.uk](#) > Services



### Join the UK Export Academy

Sign up for our online and in-person events and learn how to sell confidently to overseas customers.



### Find online marketplaces

Identify and apply to sell with marketplaces to reach international consumers.



### Find a buyer

Create your free business profile and promote your company to overseas buyers.



### Find export opportunities

Search for opportunities and pitch your company to overseas buyers who are looking for products and services like yours.



### UK Export Finance

Get the finance you need to compete and grow.



### Find events and visits

Attend events and see how visits by ministers can support your trade deals.



# Export goods from the UK: step by step

How to move goods from the UK to international destinations, including the EU.

[Show all steps](#)

## 1 Check if you need to follow this process

[Show](#)

## 2 Check the rules for exporting your goods

[Show](#)

## and Apply for any licences you need to export your goods

[Show](#)

## 3 Get your business ready to export

[Show](#)



# Export goods from the UK: step by step

How to move goods from the UK to international destinations, including the EU.

[Show all steps](#)

1

## Check if you need to follow this process

[Show](#)

2

## Check the rules for exporting your goods

[Hide](#)

[Check duties, rules and restrictions for your goods in the destination country](#)

and **Apply for any licences you need to export your goods**

[Show](#)





# Ask the export support team a question

Contact the export support team if you're a UK business selling goods or services to any country in the world except Ukraine, Russia or Belarus.

**!** If you have a question about trading with Ukraine, Russia or Belarus use [the dedicated online service](#).

Read the latest information on [sanctions on trading with Russia](#) and other [current UK sanctions regimes](#).

You can ask any question for your business, including on:

- exporting to new markets
- paperwork you need to sell your goods abroad
- rules for a specific country where you want to sell services

[Start now >](#)

# UK Export Finance

“Ensure that no viable UK export fails for lack of finance or insurance from the private sector”





Department for  
Business & Trade



# EXPORT ACADEMY

Julek Syposz





# What is the Export Academy?

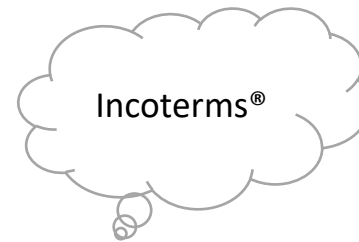


## The UK Export Academy

- A **FREE** training programme for UK businesses
- Brought to businesses by **expert speakers**, delivered through a hybrid of online and face-to-face learning
- Perfect for business leaders planning to **expand overseas**, experienced exporters who need to **stay current** or any business wishing to **upskill new starters**



# Export Overview





## Export Academy Essentials Series

- **Module 1** Exploring the benefits and barriers of export
- **Module 2** Conducting your international market research
- **Module 3** Considering customs procedures (part 1)
- **Module 4** Deciding your pricing strategy and routes to market
- **Module 5** Considering customs procedures (part 2)
- **Module 6** A guide to getting paid
- **Module 7** What are Incoterms and how should they be used?
- **Module 8** Understanding export controls
- **Module 9** How to sell your services overseas (part 1)
- **Module 10** How to sell your services overseas (part 2)



## Export Academy Masterclass Events

- **24<sup>th</sup> November** Managing Agents and Distributors
- **28<sup>th</sup> November** Exporting Drinks to Brazil (part 2)
- **29<sup>th</sup> November** Introduction into ATA Carnets
- **29<sup>th</sup> November** Digital Marketing Module 3: Localisation
- **30<sup>th</sup> November** Business Culture in India
- **30<sup>th</sup> November** Sales and Marketing: Creating Impactful value propositions
- **30<sup>th</sup> November** Introduction to the new Customs Declaration Service





## Live events

Whether you're new to exporting or looking to develop your knowledge even further, there is an event for you and your business. Customise your learning journey at a pace that suits you, all designed and delivered by specialist trade experts.



### Essentials

- for new exporters
- learn the basics to get started
- build your Export Action Plan



### Masterclasses

- for more experienced exporters
- build on your existing exporting skills
- key topics delivered by industry experts



### Sector & Market

- join a sector-specific event
- find opportunities in global markets
- get export updates from sector experts

[View all events](#)



## UK Export Academy Events

Grow your export knowledge with our Essentials sessions or build on your existing skills with our Masterclasses, Sector and Market events.

Need to amend your business details? [Go to the edit details page.](#)



[great.gov.uk](#) > [UK Export Academy](#) > Events

### ^ Events

- All
- Current bookings
- Past bookings

### ^ Content

### ^ Format

- Online
- In-person

### ^ Date

- All
- Today

Showing all events

### [Get your business ready for Asia Pacific](#)

Wed <b>18 Oct</b> 10:00am	Duration: 1 hour
Market	Is the Asia Pacific market next on your list of target markets? Join this session for top tips on how to get started with selling your products or services to Asia Pacific.
Online	

### [What are Incoterms® and how should they be used?](#)

Wed <b>18 Oct</b> 2:00pm	Duration: 1 hour
	Understand how obligations, risks and costs are split between a buyer and seller in connection with the delivery of goods.



## Exporting courses and training



### Join the UK Export Academy

Sign up for our online and in-person events and learn how to sell confidently to overseas customers.



### Learn to export

Complete short step-by-step lessons to accelerate your exporting ability.



### Where to export

A comparison tool to help you choose the right market.

## Report a trade barrier

Tell us about trade barriers affecting your ability to trade so we can help fix them.

[How to report a trade barrier](#)

## Find new markets for your business

Use our guides to identify new export markets and inform your international sales plan.

Show markets





## Sign Up to Export Academy





# Exporting Case Study

Jacob Thundil - Founder  
Cocofina & Sozyë

# About Cocofina



- British company founded in 2005
- The Coconut Experts
- Sold in health & specialty stores in 30 countries



## Enjoyed around the world





## The Coconut Experts Are Experts In Exporting

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From left to right: Nick Jenkins, Manisha Solanki, Jacob Thundil and Sarah Willingham

*Cocofina holds the name 'the coconut experts', stemming from its innovative high-quality coconut products created with the passion and expertise of the company's founder Jacob Thundil. Cocofina can be found in 28 countries and exporting makes up 45 per cent of the business. The company has been working with the Department for International Trade (DIT) in exporting since 2006. The company recently appeared on Dragons' Den where it received investment from two Dragons, Sarah Willingham and Nick Jenkins. The business is continuing to grow from strength to strength.*

# About Sozyë

**sozyë**

- We are pioneering a way of producing sauces without harm.
- Change without compromise, the best of all worlds.

**01**

**PRONOUNCED (SƏʊSɪɛɪ)  
AS SAUCIER**

*A CHEF WHO PREPARES SAUCES*

**03**

**BREWED IN THE UK  
USING SUSTAINABLE  
SCOTTISH SEAWEED**

**02**

**KIND TO YOU AND  
KIND TO THE PLANET**

**04**

**GREAT TASTE AWARD  
*WINNING RANGE***



# The Range

01

## NISH

Organic NISH sauce is a healthy, vegan and sustainable fish sauce alternative.



02

## NISH

Organic NOYA sauce is a soy free sustainable soya sauce alternative.



03

## NISH

Organic NOYSTER sauce is a healthy, vegan and sustainable oyster sauce alternative.



# CONTEXT

- Export to 29 countries
- Import from 7 countries
- Produce in the UK, EU and Asia
- Accept payments in GBP and Euro
- Pay in GBP, Euro & USD
- All products are certified organic
- Supply in retail and bulk packaging

# EXPORTING



- Seasonal sales cycle
- Increasing reach
- Economic cycles
- Extending produce life cycles
- Last but not least, it helps our country
- Made in the UK, exported to the world!

# REGULATORY ENVIRONMENT

- Import and export regulations
- Health and testing controls
- Documentation
- Labelling regulations
- Control of ingredients
- Agricultural controls
  - Organic
  - GMO
- Processing controls
  - Radiation
  - Use of certain pesticides and antibiotics

# DOCUMENTATION

- Bill of Lading, AWB, Manifest
- Country of Origin Certificate (Rules of country of Origin)
- Health Certificate
- Certificate of Inspection
- Fumigation
- Phytosanitary Certificate

# Lessons Learned

- Its harder but the prize makes it worthwhile
- Re-imagine your business
- Fluid environment, repeated streamlining
- Update home work - Regulations and documentation
- Don't forget the value you bring to the table
- Every lead is not a chance to sell
- Don't forget to dream
- Don't forget to innovate



“  
**IT'S NOT  
ABOUT IDEAS.  
IT'S ABOUT  
MAKING IDEAS  
HAPPEN**

— Scott Branson

# Get in touch



<https://www.great.gov.uk>







**Q&A**

# HELP TO GROW.

MANAGEMENT ALUMNI

# LIVE

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**LEAVE YOUR FEEDBACK** FOR THE  
HELP TO GROW: MANAGEMENT  
ALUMNI NETWORK TEAM.

Please scan the QR code.



**HOW CAN MENTORING EMPOWER  
YOUR BUSINESS?  
BREAKOUT ROOM #1**



**SOCIAL MEDIA MARKETING  
FINSBURY SUITE**



**TAX AND ACCOUNTING  
FUNDAMENTALS  
BREAKOUT ROOM #3**



**SUSTAINABILITY  
BREAKOUT ROOM #4**

