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An Introduction to The E-Exporting Programme

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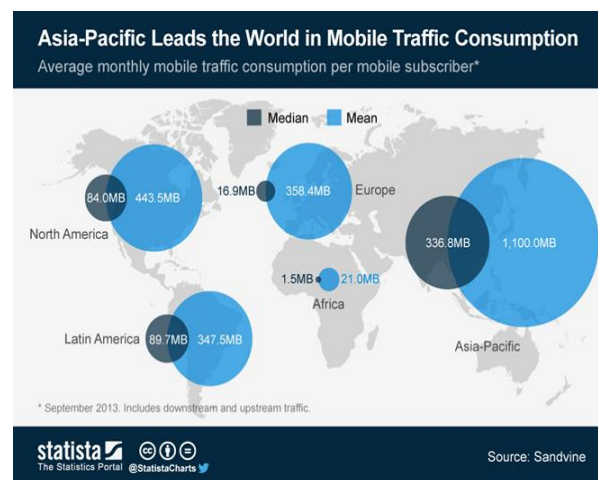
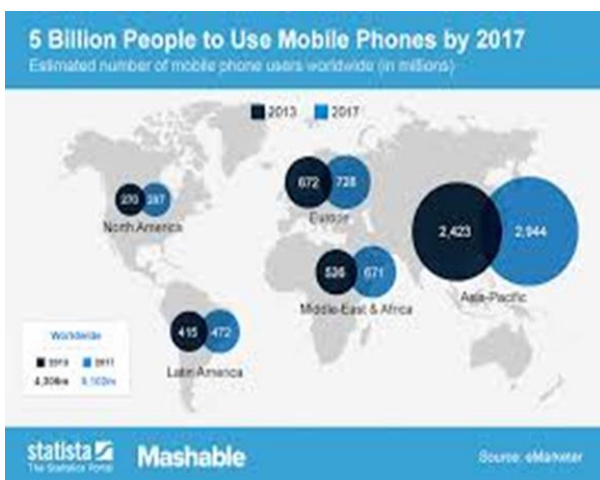
Aims for Today

- The Internationalisation context.
- The e-Exporting Programme - an end to end view.
- Department for International Trade services and resources.
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It's all about eyeballs

Online search for UK brands & retailers outside the home market has grown by significantly over recent years

- Olympics
- Royal wedding
- Major sporting & cultural events with worldwide appeal

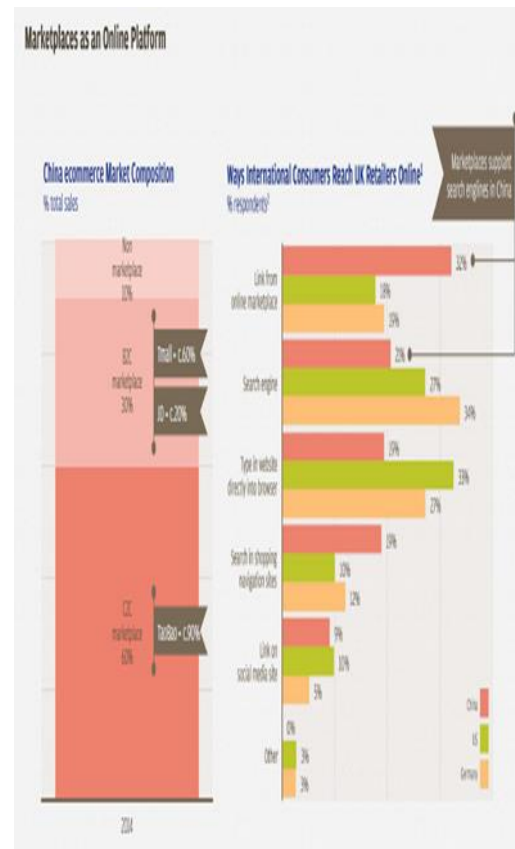
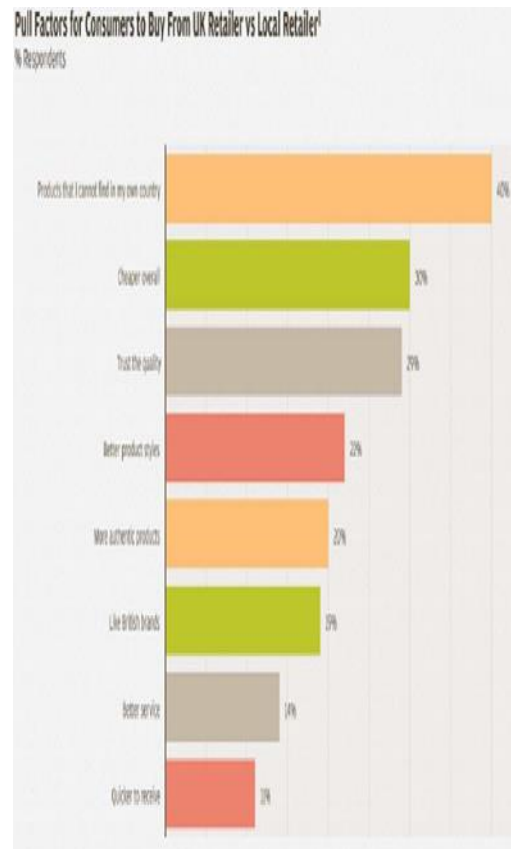


Key B2C verticals such as Fashion, Sport, Outdoors, Baby, Kids, Homeware, Garden ware, Gifting, Internet of Things, Consumer Electronics experienced significant growth.

2 Significant Pull Factors

- lack of choice in existing physical channels
- use of e-marketplaces as the dominant search platforms.

Notably in China

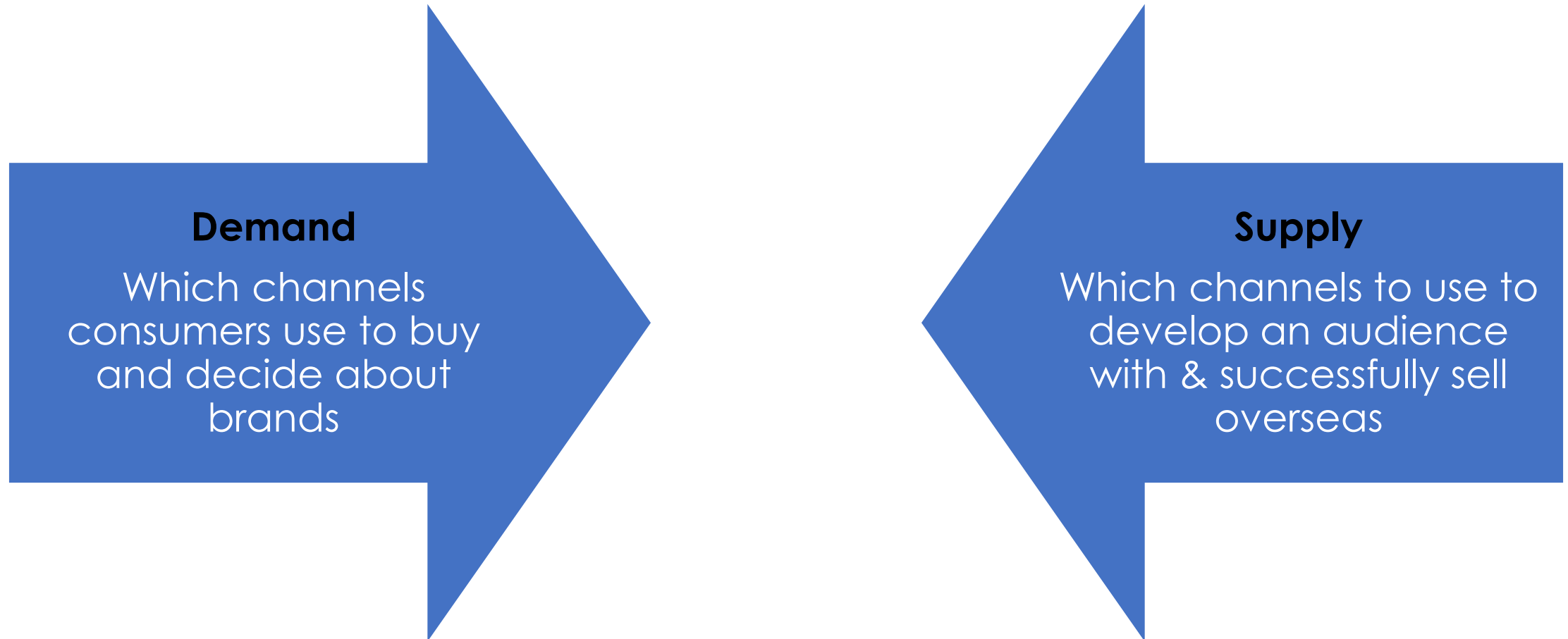


There is so much choice Consumers need help to make their selection.

Brand is a key differentiator:-

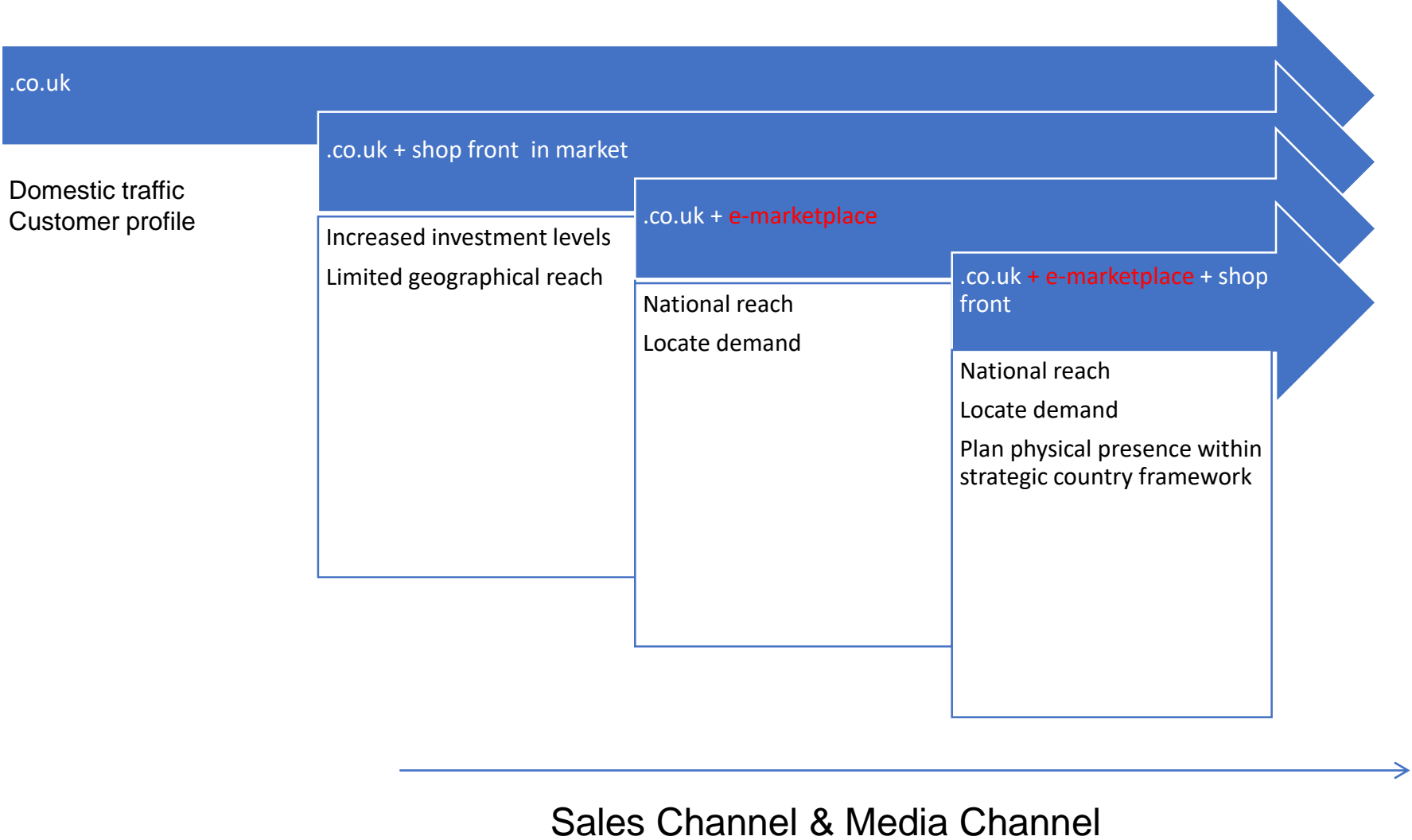
- Quality, Heritage, Tradition
- Deeper connections,
- Content possibilities.

Government's unique view of supply & demand



Omni-channel Approach: Unique & proven ability to build audiences in communication & sales channels

Many routes to market, all accessed by mobile.



Selling Online Overseas Service



UK sellers save time & costs and can also benefit from optimised market entry

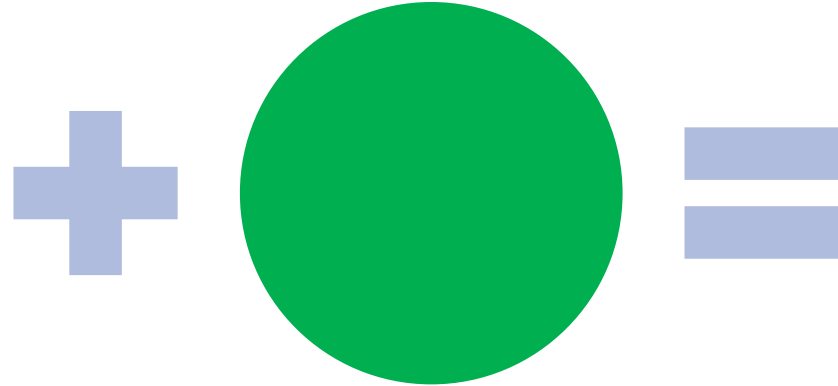
Opportunity

Access candidate e-market places via Selling Online Overseas Service



Enablement

See the supplier services needed



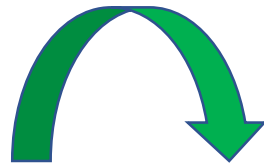
Growth

Audience development
Trial & Sell-through



Benefit

Visibility of choice
Direct introduction
Market entry
at reduced cost



Benefit

Save time & cost
in the value chain

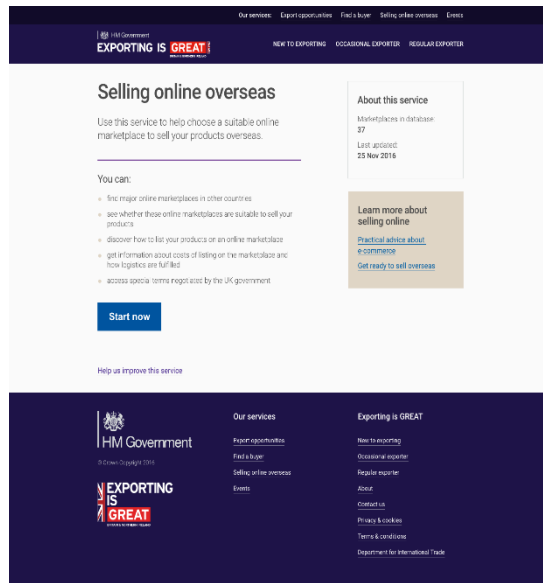


Benefit

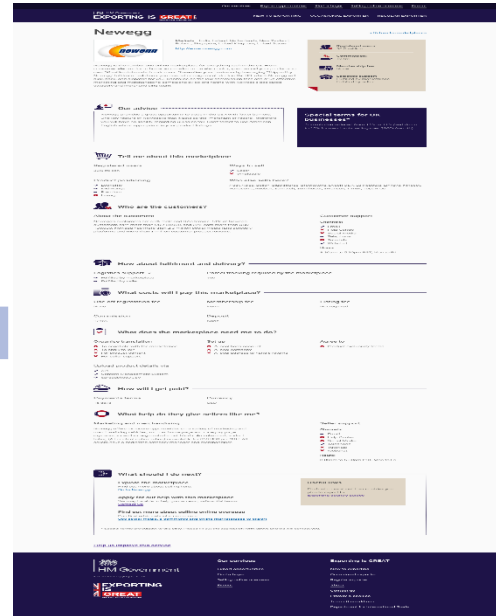
Increased audience size for seller at no additional cost

Seller Customer Journey Explained

Candidate e-marketplace identified



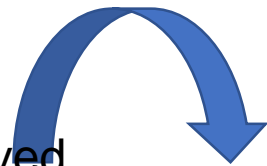
CBT suppliers shown to UK sellers where relevant



Growth through audience development



Benefit
Market entry
at reduced cost/time saved.



Benefit
Save time & cost
in the value chain.

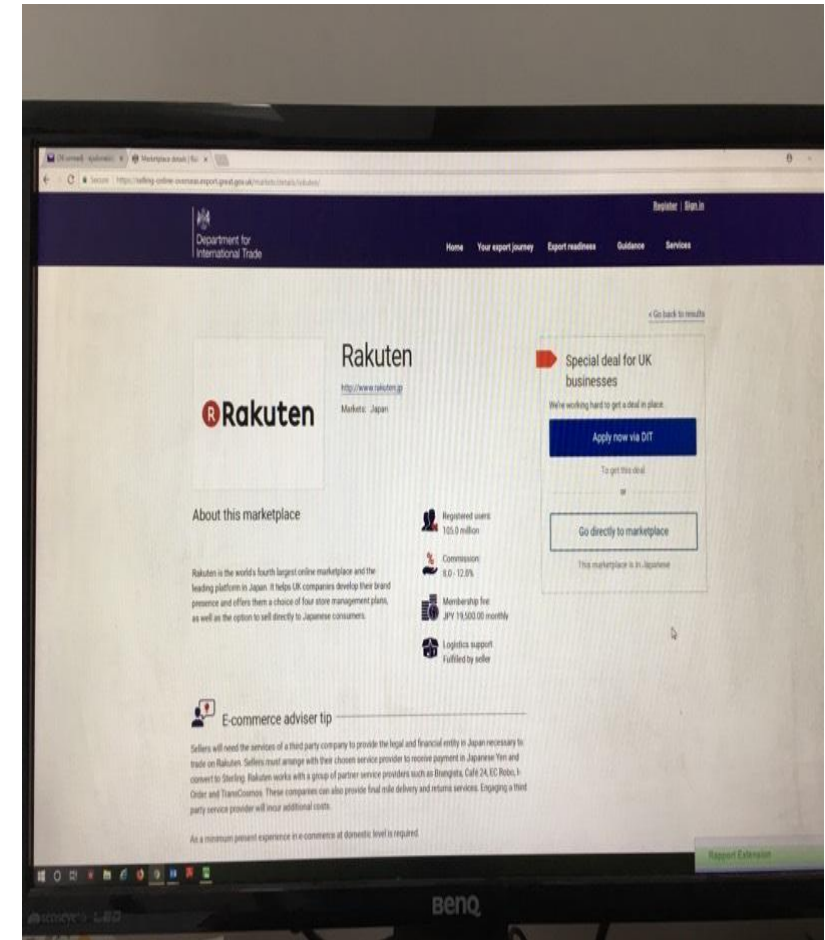
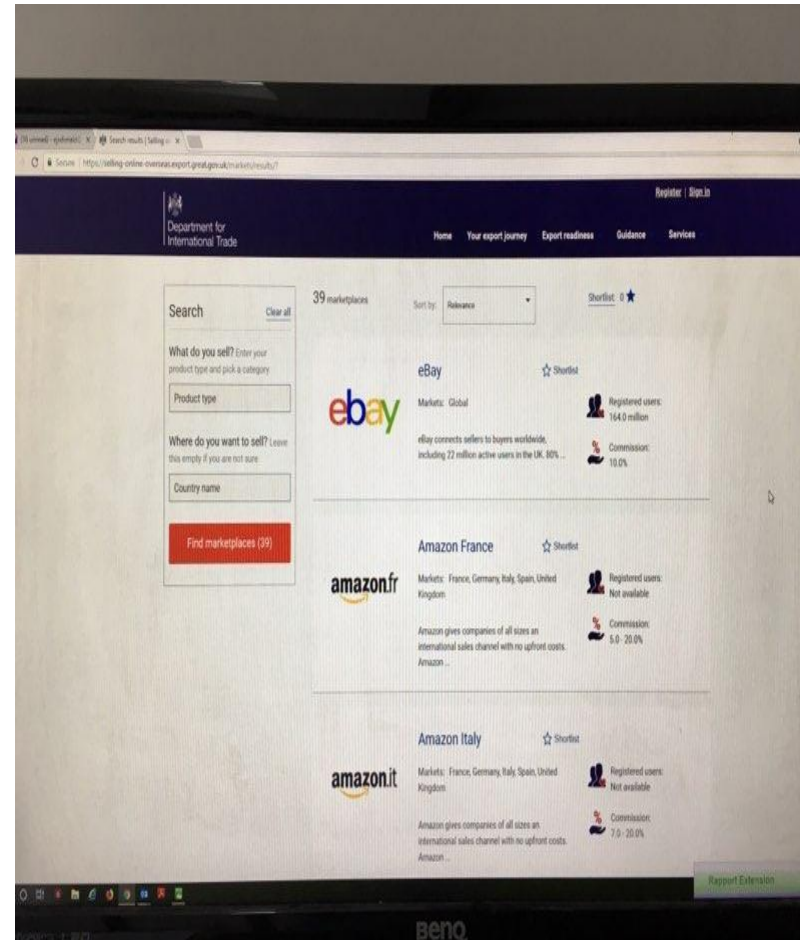
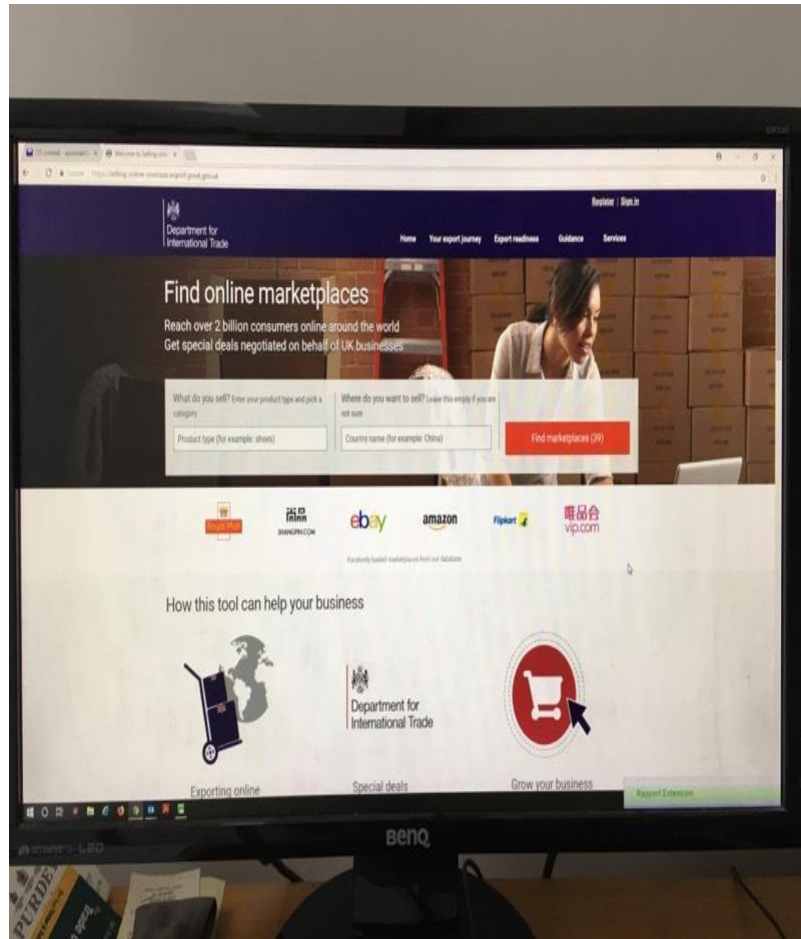


Benefit
Audience awareness & early
sell-out

<https://selling-online-overseas.export.great.gov.uk/markets/>

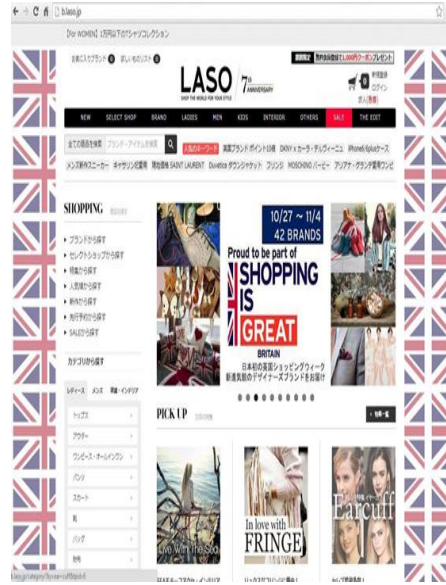
Build a Quick View of Fixed & Variable Costs

- <https://selling-online-overseas.export.great.gov.uk/markets/>



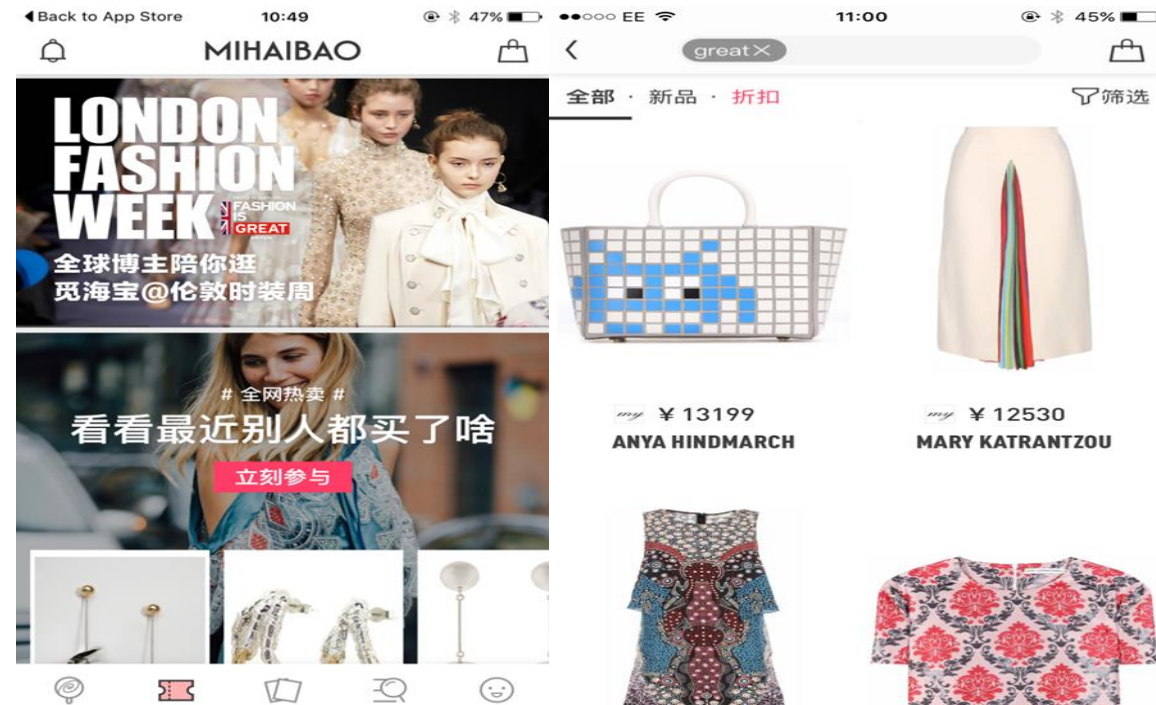
Amazon, India. November 2015

Laso/FarFetch , Japan. November 2014

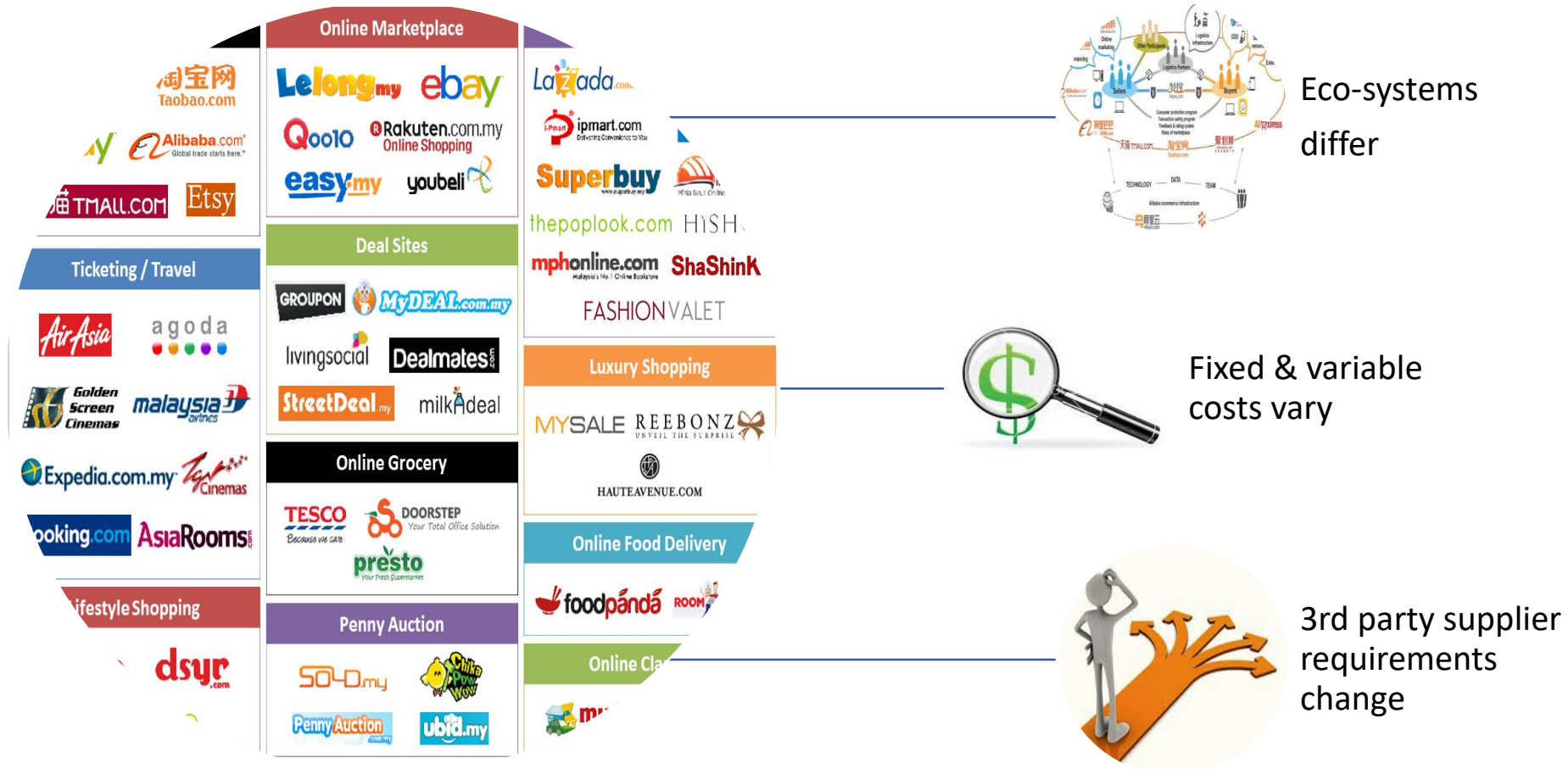


Mihaibao, China. September 2016

Xui.com, China. October 2015

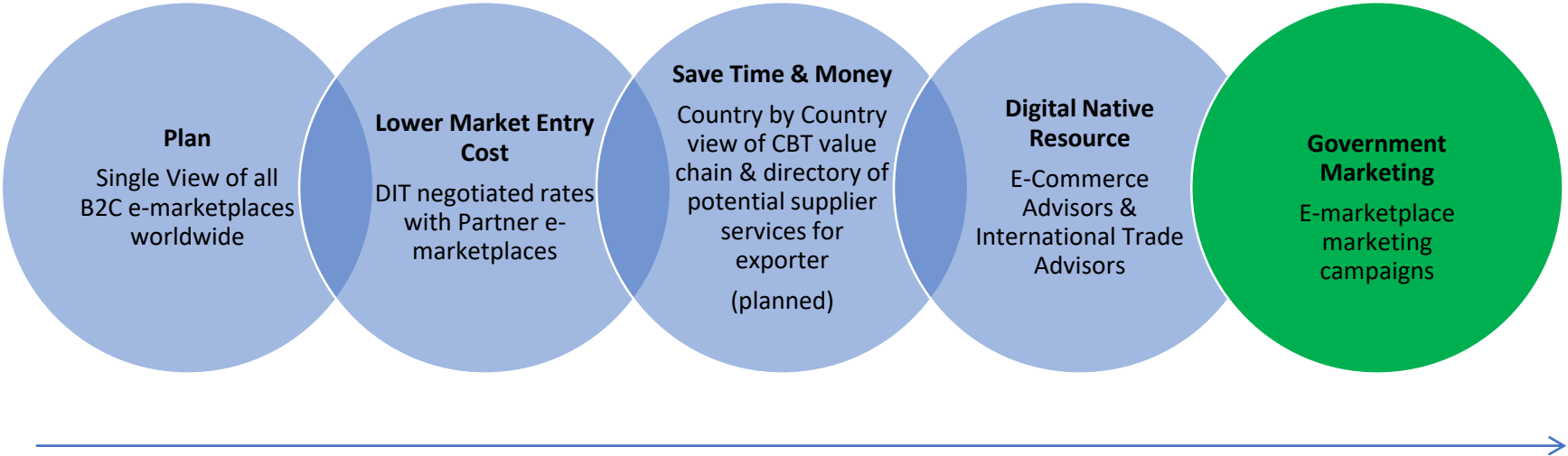


Of 450+ B2C e-marketplaces worldwide...only a certain number will be appropriate for a brand.



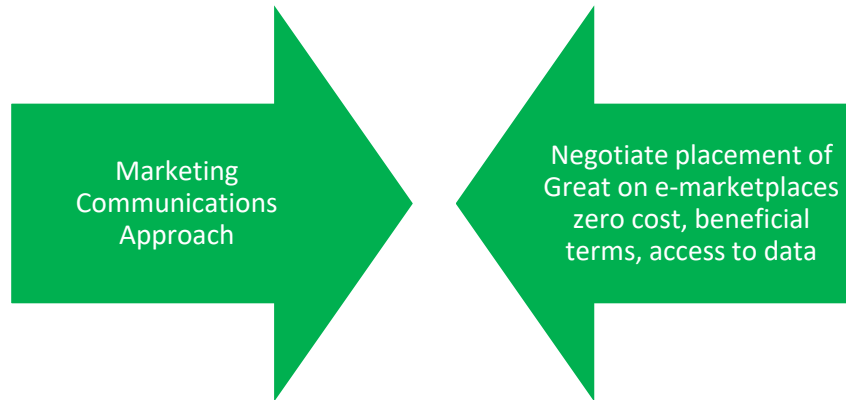
How the e-Exporting Programme End to End View

E-marketplace commercial agreements to enable UK merchants to sell to 80% of the world's connected consumers

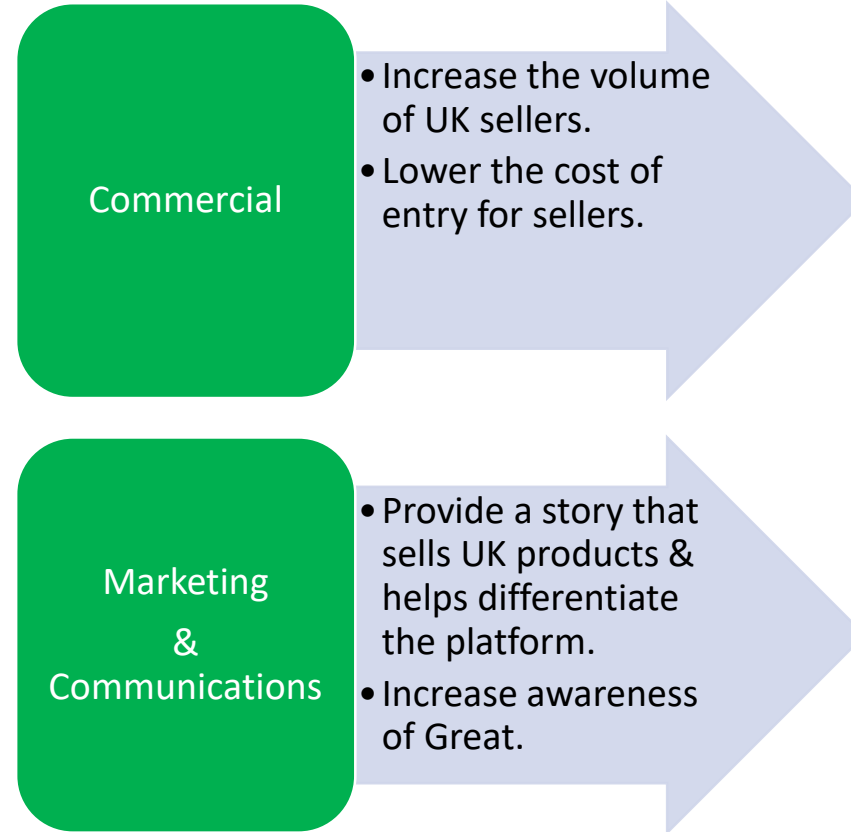


How the e-Exporting team works with e-marketplaces

Scale



Commerciality



Increase branding levels to boost business success



Up to 13% increase in propensity to try or purchase British goods & services when buyers exposed to the UK promotion campaigns, Especially GREAT, which uses elements of the flag in its execution*.

**Ipsos MORI.
Social Research Institute, 2016*