

# Exporting Services

**20 NOVEMBER 2018**  
09:30 - 12:30

About a quarter of international trade is made up from exporting services. UK businesses are major exporters in sectors such as financial services and consulting. Telecommunications and IT make it quick and cost-effective to trade services internationally. This half day course will take you and your business through the factors, activities and legislation involved in selling services internationally which will directly contribute to the success of your business.

## COURSE CONTENT

- > A look at a range of services that are exported to international buyers
- > The importance of protecting your Intellectual Property Rights and the types of IPR that may apply to your services.
- > Understanding market research to selecting target markets, buyers and market entry methods for your services.
- > The importance of good international agreements to protect your business.
- > Current European and UK legislation governing selling services with examples of the effect this will have on your business.
- > The Single Point of Contact
- > Getting paid for providing your services to overseas customers
- > The importance of good quotations incorporating order terms and conditions.
- > A good web site and e-commerce as a marketing and sales tool to increase sales.
- > Summary

Delegates will depart with a full set of informative notes.

To reserve your place please contact  
Stephanie Warrington on **01254 356473**  
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## VENUE

Chamber of Commerce Training Suite,  
Red Rose Court, Clayton Business Park,  
Accrington, BB5 5JR.

## COST

MEMBERS: **£195** + VAT per delegate  
NON MEMBER: **£390** + VAT per delegate