



Department for  
International Trade

# MADE IN THE UK SOLD TO THE WORLD



## Export Academy Masterclass

Market Research and Selection -  
The Key to Export Success

 **12th December 2022**

 **10:00 - 14:00**

 **Crown & Mitre Hotel**  
**English St, Carlisle CA3 8HZ**

 **[Click here to register](#)**

Places are limited, early registration is  
recommended.

Refreshments and lunch will be provided.

# PART OF THE EXPORT ACADEMY



## **Market Research and Selection - The Key to Export Success** **12th December 2022, 10:00 - 14:00**

International market research is an important step to successful export planning. Success or failure can depend on how well you understand your target markets and the potential demand for your product or service. Adopting a structured approach will enable you to make informed decisions, make the best use of your resources and decide on the best market entry strategy for your company.

This session will help you define your research objectives, minimise risks, understand market growth, trends and requirements and provide valuable insight into global market opportunities. You will learn about the importance of understanding overseas markets, various types of research and market selection

You will hear from the UK Export Academy and international market research experts from Micklethorpe and Institute for Business, Industry and Leadership (University of Cumbria). We also invited Export Champions to share their experience and insights into the topic.

**Register: [bit.ly/3C5SpI7](https://bit.ly/3C5SpI7)**

**Contact us:**

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