

A quarterly special report published by:
Business and Management Faculty
Chartered Accountants' Hall
Moorgate Place
London EC2R 6EA UK
T +44 (0)20 7920 8508
F +44 (0)20 7920 8784
E bmfac@icaew.com
icaew.com/fmfac



Stephen Ibbotson
Head of faculty
T +44 (0)20 7920 8680
E stephen.ibbotson@icaew.com



Robert Russell
Technical manager
T +44 (0)20 7920 8417
E robert.russell@icaew.com



Rick Payne
Finance direction programme
T +44 (0)20 7920 8451
E rick.payne@icaew.com



Caroline Wigham
Services manager
T +44 (0)20 7920 8508
E caroline.wigham@icaew.com

This report is one of a series produced for faculty members. In each report we give a review of a topic within finance and management, offering both analysis of the relevant theory and a review of the practical application of appropriate management techniques.

If you have any comments or suggestions for future topics, please contact robert.russell@icaew.com

The information contained in this and previous issues of this publication is available (to faculty members only) on the faculty website at icaew.com/fmfac

B&M SPECIAL REPORTS
are produced on behalf of the faculty by
Silverdart Publishing
silverdart.co.uk
Contact: Alex Murray
info@silverdart.co.uk

© ICAEW 2017. All rights reserved. The views expressed in this publication are those of the contributors; ICAEW does not necessarily share their views. ICAEW and the author(s) will not be liable for any reliance you place on information in this publication. If you want to reproduce or redistribute any of the material in this publication, you should first get ICAEW's permission in writing.

ISBN 978-1-78363-807-9

Price: £20.00

This report is provided free to members of the Business and Management Faculty.

Contents

2 SELLING OVERSEAS - TOP TIPS FROM BRITISH EXPORTERS

Here we offer edited extracts from our round table discussion, and from focused interviews.

- 2 **TIPTREE**
Food products around the world
- 4 **MALLORY INTERNATIONAL**
Educational books and supplies
- 6 **METALLISATION**
Metal spraying equipment
- 8 **FUZZY BRUSH**
A taste for Asian markets
- 9 **WAITROSE**
Building on a UK reputation
- 10 **BIOCLAD**
Taking one step at a time

11 GETTING PRACTICAL HELP WITH YOUR EXPORTS

Lesley Batchelor of the Institute of Export highlights some practical issues.

12 EXPORT OPPORTUNITIES

A brief guide to a selection of countries with strong UK trade links which offer potential for export growth.

- 12 **AUSTRALIA**
- 13 **CANADA**
- 14 **PEOPLE'S REPUBLIC OF CHINA**
- 16 **GERMANY**
- 18 **HONG KONG**
- 20 **INDIA**
- 22 **REPUBLIC OF IRELAND**
- 23 **JAPAN**
- 24 **SINGAPORE**
- 25 **SOUTH KOREA**
- 26 **SWITZERLAND**
- 27 **TURKEY**
- 28 **UNITED ARAB EMIRATES**
- 30 **UNITED STATES OF AMERICA**

32 USEFUL WEBSITES

33 PREVIOUS SPECIAL REPORTS

Export for growth



MICHAEL IZZA
is chief executive of
ICAEW.

michael.izza@
icaew.com

FOREWORD

HMRC issued the export statistics for March 2017 last month, showing the value of UK exports increasing to £31.4bn, split between EU exports of £15.3bn and non-EU exports of £16.1bn. Both EU and non-EU export levels rose significantly on 2016 levels (EU growth 26%; non-EU export growth 28%).

One great advantage that we have in the UK is that we carry before us a great reputation for quality and dependability. The business executives who participated in this report all comment on how the UK carries great kudos in export markets across the world. The Centre for Economics and Business Research conducted a survey a few years ago showing that products labelled 'Made in Britain' commanded a considerably higher premium when sold abroad than those which had no declared country of origin. They found that two thirds of customers were more inclined to purchase products carrying the Union Flag; customers in new and emerging markets are willing to pay up to 7% more for products carrying the 'Made in Britain' label than for those products without a declared country of origin and 31% of consumers knowingly paid a premium for products from Great Britain. The report also found that a

premium gain of £1.5bn could be achieved in the US and China alone.

The Office for National Statistics found that only 10.8% of UK businesses exported in 2014 and this number is not thought to have changed in 2015. One interesting aspect of exports is missing from the statistics and that is the level of profitability. UK business, quite correctly, is focused on its bottom line whereas the UK government tends to focus on headline figures of gross exports. I accept that not all export contracts are profitable and some businesses have found that their forays into overseas markets have not always been profitable. However, research tends to support the notion that the most profitable companies are those which export (Wagner 2008, 2012).

There are opportunities for more of our members to become involved in export and I sincerely hope that by reading this report you might be encouraged to consider adopting an export strategy. We are embarking on a new and exciting chapter for UK business and this could be a brilliant opportunity to grow your business through exporting.

Michael Izza

