



Please see below list of upcoming Scottish Enterprise international events. All events can be booked via [www.scottish-enterprise.com/events](http://www.scottish-enterprise.com/events) or by calling 0845 607 8787 or email: [international@scotent.co.uk](mailto:international@scotent.co.uk)

# WEBINARS

**14 MAY 2020**

**[Lunch & Learn – France Business Intelligence](#)**

**Time:** 1200 – 1300

**Overview:** France is a large, open and diversified market, and is within easy reach of Scotland, offering opportunities to sell Scottish products and services across all sectors. France is Scotland's 2nd largest export market worth £3.0bn in 2018. This represents 9% of Scotland's total International exports. Join our webinar to hear from David Decrock, Regional Manager of Southern Europe at Scottish Development International (SDI) and his team of Sector Specialists.

**14 MAY 2020**

**[UK Export Finance](#)**

**Time:** 1100 - 1200

**Overview:** Hear how UK Export Finance can help support companies to win and fulfil export opportunities and ensure payment.

**19 MAY 2020**

**[China Ecommerce](#)**

**Time:** 1000 - 1100

**Overview:** Are you a company who wishes to trade with China? Join us for this webinar session to learn about the digital space in China, and how this has evolved in recent months. We'll look at the current situation in China, how Covid-19 has affected the market, and how Chinese organisations have adapted their business models and invested in digital technologies. By doing so, many Chinese companies have mitigated the impacts of Covid-19 and have adapted to the rapidly changing environment. This webinar will provide practical guidance to companies on how to reach Chinese consumers through effective digital and eCommerce strategies, and touch on some of the first hand experiences of Scottish companies through the pandemic.





**19 MAY 2020**

**[Best practices to uplift international online sales in light of COVID-19](#)**

**Time:** 1000 - 1100

**Overview:** Join DIT and Global-e to learn how you can increase international conversion rates and achieve continuous global online growth by localising the shopping experience on your current webstore.

**21 MAY**

**[Reach new customers, clear excess stock & build brand awareness in international markets with Showroom Prive.](#)**

**Time:** 1400 - 1500

**Overview:** Join this webinar to learn more about SHOWROOM PRIVE, a leading and innovative off-price business that is working with some incredible brands allowing them to relieve themselves of the pressures of excess inventory at this time.

**25 MAY 2020**

**[International SEO \(search engine optimisation\)](#)**

**Time:** 1400 - 1500

**Overview:** International digital marketing is key to attracting customers. This workshop will look at how to market your company internationally by ensuring you are using the most effective SEO strategies for your website.

**29 MAY 2020**

**[Digital Transformation: Drive your Sales on-line](#)**

**Time:** 1000 – 1100

**Overview:** Hear expert advice to help boost your digital presence and broaden your online footprint through e-commerce





11 JUNE 2020

[Financial Readiness Talk Webinar](#)

**Time:** 1500 – 1700

**Overview:** Are you a start-up company about to embark on your first fundraising campaign? Or you are considering your next move should it be debt or equity to fund it? How do you get Funder ready? Are you worried how to access COVID-19 Funding? We will touch on all these subjects during the webinar. Please join us for an interactive session where we will have guest panellists give a brief overview of funding available and then the opportunity for you to ask questions.





# MARKET VISITS

Forthcoming multi sector market visits include:

Virtual market visit to the Netherlands – September 2020

Virtual market visit to Germany – October 2020

Contact: [Kristell.clunie@scotent.co.uk](mailto:Kristell.clunie@scotent.co.uk) [Laura.addie@scotent.co.uk](mailto:Laura.addie@scotent.co.uk)  
[Collette.hughes@scotent.co.uk](mailto:Collette.hughes@scotent.co.uk) for further information.



## China Market Specialist



Are you or your company interested in exporting to China? Our China market specialist Huishan Chapman is here to help, either through 121s or events she organises throughout the year. Huishan has more than 10 years of experience in setting up operation, supply chain, distribution and ecommerce in China.

Feel free to contact her on [Huishan.Chapman@scotent.co.uk](mailto:Huishan.Chapman@scotent.co.uk)

## India Market Specialist



Scottish Development International has a dedicated India desk to help Scottish companies explore, identify and exploit business opportunities in the Indian market. Whether you are keen to raise your awareness of cross-sector opportunities in India, seeking advice on doing business in India or looking to expand your business network in India, our market specialist Uzair Syed is happy to be of assistance. Feel free to contact him on [Uzair.Syed@scotent.co.uk](mailto:Uzair.Syed@scotent.co.uk).

# Advice in Export Planning

We have a wide range of support available for every stage of a business's export journey. From helping companies understand the challenges and opportunities presented by Brexit, to preparing for market visits and identifying potential customers, we have a service that is right for everyone.

Our export advisory service helps business to fulfil their international potential. They can get advice and support from our experts to help prepare an export plan to either start trading internationally or to grow existing international sales.

We can help companies to :

- Identify the best opportunities
- Understand what's involved
- Develop the resources and skills needed to trade abroad

You can refer to an Export Adviser today by signposting to 0300 013 3542 or [www.scottish-enterprise.com/exportadvice](http://www.scottish-enterprise.com/exportadvice) or you can speak directly to Export Advisory Service Manager Karen McLeod for more information, [karen.mcleod@scotent.co.uk](mailto:karen.mcleod@scotent.co.uk) <tel:01414685662>





# KEY CONTACTS

Trade & Investment Regional Focus	Trade Services
Edinburgh City Region, West Lothian, Mid & East Lothian	<a href="mailto:Lynn.grieve@scotent.co.uk">Lynn.grieve@scotent.co.uk</a>
Glasgow	<a href="mailto:Karen.mcleod@scotent.co.uk">Karen.mcleod@scotent.co.uk</a>
Dunbartonshire	<a href="mailto:Karen.mcleod@scotent.co.uk">Karen.mcleod@scotent.co.uk</a>
Renfrewshire	<a href="mailto:Karen.mcleod@scotent.co.uk">Karen.mcleod@scotent.co.uk</a>
Tay City Region	<a href="mailto:Kristell.clunie@scotent.co.uk">Kristell.clunie@scotent.co.uk</a>
Fife	<a href="mailto:Kristell.clunie@scotent.co.uk">Kristell.clunie@scotent.co.uk</a>
South of Scotland-Dumfries & Galloway, Scottish Borders	<a href="mailto:Lynn.grieve@scotent.co.uk">Lynn.grieve@scotent.co.uk</a>
Aberdeen City Region, Aberdeenshire & Lanarkshire	<a href="mailto:Carl.gardiner@scotent.co.uk">Carl.gardiner@scotent.co.uk</a>
Ayrshire Growth – East, South & North	<a href="mailto:Lynn.grieve@scotent.co.uk">Lynn.grieve@scotent.co.uk</a>
Falkirk, Stirling & Clackmannanshire	<a href="mailto:Carl.gardiner@scotent.co.uk">Carl.gardiner@scotent.co.uk</a>

**Please see above your key contact from the Trade Services who would be happy to discuss the potential for a joint local trade programme**

# EXPORT SERVICES

All export services can be accessed via the doing business outside of Scotland section of the site: [www.scottish-enterprise.com/international](http://www.scottish-enterprise.com/international)  
 Highlands & Islands: [international@hient.co.uk](mailto:international@hient.co.uk)  
 Events: [www.scottish-enterprise.com/events](http://www.scottish-enterprise.com/events)  
 ExportSavvy (online tool): [www.exportsavvy.co.uk/scotland/web](http://www.exportsavvy.co.uk/scotland/web)  
 Brexit: <https://www.prepareforbrexit.scot/>

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