UK Government

MADE IN THE UK, SOLD TO THE WORLD: EXPORTING FOR GROWTH ROADSHOW

Your guide to the event

In partnership with

Santander

MIDLANDS - DUDLEY

Venue: Copthorne Merry Hill Dudley, The Waterfront Level Street, Brierley Hill, Dudley, DY5 1 UR
Date: Tuesday 4 November 2025
Time: 09:00 - 15:30

Agenda

09:00 - 09:45		Registration, Breakfast and Networking
09:45 - 09:50	Plenary Sessions	Welcome - Department for Business and Trade (DBT)
09:50 - 10:00		Welcome - Mayoral Combined Authority
10:00 - 10:30		Navigating the Global Opportunities: Key Global Economic Trends and Q&A
10:30 - 11:15		Our Journeys: From First Steps to Global Growth
11:15 - 11:45		Unlocking Global Opportunities: Local Support to Drive Your International Growth *Panel discussion featuring experts from DBT, UK Export Finance (UKEF), Business Growth West Midlands and Coventry and Warwickshire Chamber of Commerce.*
11:45 - 12:00		Refreshment Break
12:00 - 12:30	Workshops	Export Deep Dive 1: Winning Business: Pitching and Negotiation Skills for an International Audience
12:30 - 13:00		Export Deep Dive 2: Driving growth with Digital: Smarter, Faster, Global Growth
13:00 - 13:30		Export Deep Dive 3: Unlocking Global Growth: How Free Trade Agreements Empower Exporters
13:30 - 14:30		Connections Lunch: Network, Discover, Grow
15:30		Close

Alongside the agenda, delegates can also participate in:

09:00 - 15:30 **Expo Zone and Business Support Marketplace**
Featuring up to 20 business support organisations focused on driving export growth.

11:45 - 15:00 **One-to-One Support Zone**
Connect with Export Advisers, Export Champions, Regional Heads for International Markets, UK Export Finance (UKEF), Santander and representatives from wider business support organisations.

14:00 - 15:00 **Speed Networking**
Join facilitated sessions designed to help you make rapid, meaningful connections with fellow delegates and support organisations.

INSIDE THE DAY'S SESSIONS: WHAT YOU CAN EXPECT

Navigating the Global Opportunities: Key Global Economic Trends and Q&A

This session explores current global trade trends and their impact on UK suppliers. It covers challenges presented by shifting trade policies, evolving regulatory landscapes, geopolitical dynamics and economic fluctuations. Attendees will gain practical strategies to navigate uncertainty and identify emerging growth opportunities. The session also provides a snapshot of global markets and key challenges to consider when developing a resilient export strategy. Designed to help businesses stay competitive internationally, this is a valuable opportunity to align your approach for long-term success in a rapidly evolving global landscape.

Unlocking Global Opportunities: Local Support to Drive Your International Growth

This session will help UK businesses confidently enter international markets by showcasing the full range of support from the Department for Business and Trade (DBT). Learn how to access expert guidance from International Trade Advisers, create tailored export plans, and tap into DBT's global network across 100+ countries. Discover extended webinar programmes, online tools and resources via business.gov.uk to support your export journey. Whether you're new to exporting or scaling up, this session will show how DBT can help you navigate global trade and accelerate international growth.

Our Journeys: From First Steps to Global Growth

Join a dynamic panel of Export Champions, experienced business leaders who've successfully expanded internationally. Gain honest insights into the realities of exporting, from overcoming early challenges to scaling globally. Topics include navigating regulations, building cross-border relationships, adapting marketing strategies, leveraging technology and balancing leadership with global growth. Expect practical advice, inspiring stories, and actionable tips from local businesses. Whether you're new to exporting or refining your strategy, this session will offer fresh perspectives to support your international journey.

INSIDE THE DAY'S SESSIONS: WHAT YOU CAN EXPECT

Export Deep Dive 1: Winning Business: Pitching and Negotiation Skills for an International Audience

Understanding your international audience is key to building trust and driving global success. This session will equip you with tools to craft persuasive pitches and navigate negotiations with global buyers. Learn to adapt communication styles, respect cultural nuances, and manage varied business etiquette, from hierarchical decision-making in Asia to consensus-driven meetings in Scandinavia. Whether you're presenting in Paris or closing deals in Dubai, you'll gain practical insights to connect, convince and convert with confidence.

Export Deep Dive 2: Driving growth with Digital: Smarter, Faster, Global Growth

Could digital be your springboard to global success? This session explores how UK businesses can harness e-commerce, data analytics and online marketing to reach international buyers faster and smarter. Led by DBT's expert Digital Trade Advisers, you'll learn how to build a strong digital identity, choose the right markets, find your audience and optimise your website for global sales. From social media in South East Asia to Search Engine Optimisation (SEO) in Europe, discover digital tools that build trust, drive engagement and accelerate growth. Don't just go global, go digital and unlock your international potential.

Export Deep Dive 3: Unlocking Global Growth: How Free Trade Agreements Empower Exporters

Free Trade Agreements (FTAs) can boost your global strategy by reducing barriers and opening new markets. With 39 agreements covering 73 partners across Europe, Asia-Pacific, Africa and the Americas, the UK's FTA network offers major opportunities. Recent highlights include the UK-India trade deal, Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) accession and the new UK-US deal. This session will show how FTAs enhance competitiveness and support sustainable international growth. Whether you're new to exporting or scaling up, gain the insights you need to unlock global opportunities and thrive.

MEET THE EXPERTS

The Department for Business and Trade (DBT's) Regional Heads for International Markets

Chantal Qassir, International Markets Adviser at DBT: Middle East and Pakistan

Chantal Qassir is an International Markets Adviser for DBT, supporting UK companies across 11 Middle East and Pakistan markets. Based in Jordan, she helps businesses explore opportunities, overcome challenges and succeed in competitive international environments. She provides tailored guidance, strategic connections and market insights to export-ready firms. Previously, she was PR and Communications Officer at the American Chamber of Commerce in Jordan, specialising in trade promotion and stakeholder engagement. Chantal holds a Bachelor's in Business Administration and brings strong expertise in business development and strategic market entry.

Nebraska Villapol, Head of International Markets at DBT: Latin America and the Caribbean

Nebraska leads the LATAC International Markets team within the DBT's Export Support Service. Her team helps UK businesses, especially SMEs, unlock opportunities across Latin America and the Caribbean. By connecting exporters with in-market experts, sector specialists and UK-based teams, Nebraska ensures companies have the insight and support they need to win contracts, grow sales and succeed in this dynamic region.

Neil Reape, Head of the International Markets Europe Team at DBT: Europe

Neil is Deputy Exports Lead Europe and Head of the International Markets Europe Team at DBT Europe. He is based at the British Embassy in Berlin. In previous roles within DBT Europe he was lead for the Automotive and Future Mobility Team in Germany focusing on investment, exports and market access. Prior to DBT, Neil worked in management consulting within the German Automotive Industry as well as various roles in the German software industry.

Sue Gilpin, Regional Lead - International Markets at DBT: USA and Canada

Sue Gilpin leads the International Markets team for North America at the British Consulate-General in New York, supporting UK exporters in the USA and Canada. With over 20 years in the British Government, she has held key roles in export promotion, trade services, performance evaluation and commercial partnerships. Sue ensures high-quality support for UK businesses and collaborates globally to drive best practice. Before moving to the U.S., she worked for the Department for Work and Pensions and taught English in France. Her experience spans strategic leadership, stakeholder engagement and international trade development.

Book your one-to-one appointments with our market specialists at the event