

## **Cumbrian businesses invited to boost their online sales and export reach**

Businesses across Cumbria are being invited to attend a training workshop designed to help them increase their online sales and achieve greater export growth.

Cumbria Local Enterprise Partnership is encouraging local firms which sell their products online through multiple channels to sign up to the 'E-Exporting Sales Workshop' organised by Department for International Trade (DIT) North West.

Taking place on Tuesday 3 October 2017 from 12:30pm to 3:30pm at the Greenhill Hotel, Wigton, the workshop is for companies who sell their goods from both business to business and business to consumer.

Key areas of focus will be an introduction to e-exporting and using it for business growth, as well as methods to internationalise 'online store' facilities and how to identify and solve logistical, goods handling, fulfilment and returns implications.

The workshop will also showcase examples of best practice for protecting online brands, aspects of digital marketing and how to drive traffic to business websites to generate more sales. In addition, it will show delegates how to form a structured 'pre-flight' checklist for successful e-exporting.

Cumbria Local Enterprise Partnership director Graham Haywood says: "Whether you're a seasoned exporter or just beginning to expand overseas, this workshop will help your business to maximise your online sales capabilities and use digital technology to widen the reach of your products.

"Improving the county's digital capabilities and infrastructure, together with greater online connectivity to all corners of the globe, all contribute to business growth and diversification. Selling products and goods online can also provide easy solutions for businesses seeking to thrive from bases in our rural communities."

To book a place at the event, call 0333 320 0392, email [events@tradenw.org](mailto:events@tradenw.org) or visit <https://www.eventbrite.co.uk/e/e-exporting-sales-workshop-wigton-cumbria-tickets-36442033102?aff=Eshot>

The Department for International Trade (DIT) North West has over 25 International Trade Advisors who can help companies fulfil their international ambitions with assistance at all stages of the business planning cycle, from inception to completion.

Its services also include tailored support programmes, participation at selected trade fairs, outward missions and provision of bespoke market intelligence. It can also advise on financial subsidies, export documentation, contacts in overseas markets, overseas visits, e-commerce, export training and market research.

For further information about Cumbria Local Enterprise Partnership, please visit [www.cumbrialep.co.uk](http://www.cumbrialep.co.uk)

**ENDS**

**Notes for editors**

- Cumbria LEP provides a strategic lead for all activities contributing to the growth and vibrancy of the county's economy and where appropriate takes positive action, using the skills, capability and networks of LEP partners.
- The LEP is keen to work with all partners and stakeholders (private and public) to undertake actions, secure funding and implement initiatives to support sustainability and growth of Cumbria's economy.
- A copy of the Cumbria Strategic Economic Plan is available at: [www.cumbrialep.co.uk/what-we-do/sep/](http://www.cumbrialep.co.uk/what-we-do/sep/)