

# BESA SME Spotlight Series

## Are you ready to export?

24<sup>th</sup> November 2023 14:00 (UK)

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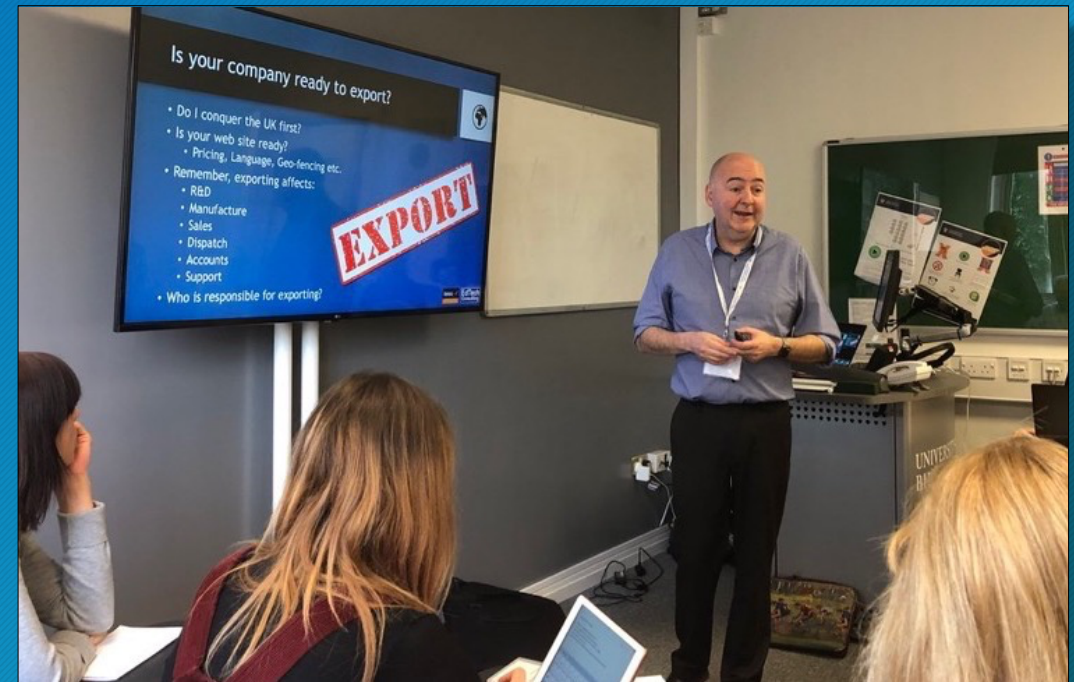




# Introduction: Steve Whitley



- 40 Years working in Education
- 28+ years in international sales
- Founded EdTech Consulting in 2018
  - Providing strategic planning & implementation support to a wide range of Education suppliers





# Agenda



- Ready to export?
- Getting started
- Support for exporters
- Routes to market
- Working with Distributors / Agents
- International schools





# Ready to export? <sup>(1)</sup> the basics



- Do I conquer the UK first?
- Pricing structure
  - Re-seller discounts
  - Pricing visibility
- Conformity
  - CE, FCC, UL etc.
  - Data transfer
- Staffing
  - Who does the work?
  - Who is responsible?

**EXPORT**



# Ready to export? (2)

## messaging



- Is your web site ready?
  - Pricing
  - Geo-fencing
  - Language
  - Terminology
  - Contact info
  - Shipping
  - Local representation
- Marketing materials
  - Localisation (language etc.)
  - Video content (language, subtitles etc.)





# Ready to export? <sup>(3)</sup>

## what departments are affected?



- Sales
- Marketing
- Manufacturing
- Dispatch
- Accounts
- Support
- Research & Development





# Getting started



- Who am I looking for?
  - Schools
  - Parents
  - Distributors / Agents / Partners
  - Governments
  - Charities
  - Banks
- Pro-active or re-active
- Product suitability
- Research potential markets

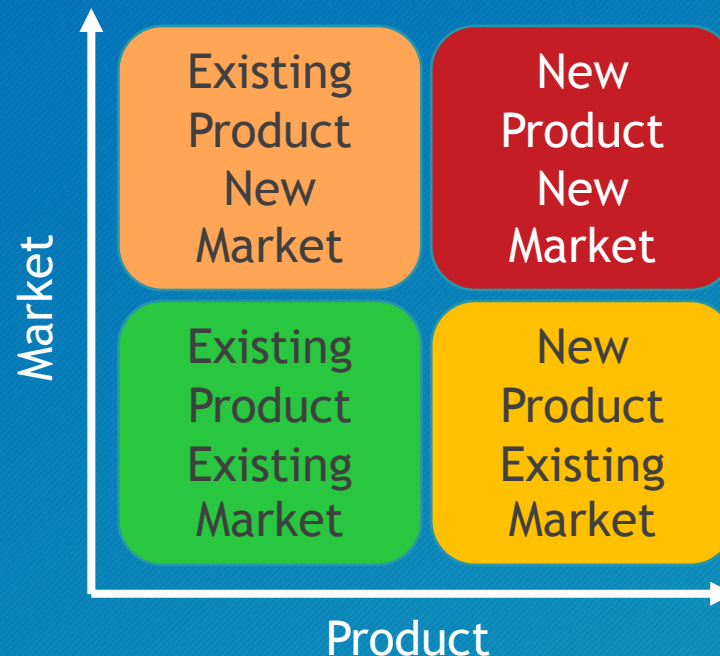




# Market research product suitability



- Is the product suitable?
- Are modifications required?
  - Cost v protentional return
- ANSOF:





# Support for exporters <sup>(1)</sup>

## BESA



- Trade shows
- Missions
  - Inward
  - Outbound
- Access to DIT funding
  - Trade Challenge Partner
- Market Knowledge
- Networking events
- Training
- SIG (Special Interest Groups)
  - Curriculum
  - Export
  - EdTech
  - Special Needs
  - STEM
  - Early Years
  - Furniture
  - Women's Educational Suppliers Working Group





# Support for exporters (2)

## Department for Business and Trade (DBT)



- ITA's (International Trade Advisors)
- Commercial officers
- OMIS (Overseas Market Information Service)
- UKEF (UK Export Finance)



Department for  
Business & Trade



# Support for exporters <sup>(3)</sup>

## Chamber of Commerce



- Advice on country regulations
- Certificate of origin / stamping
- Local training courses
  - INCOTERMS
  - Export documentation
- Local networking events





# Routes to market <sup>(1)</sup>



- Direct sales
  - In person
  - On-line
- Via
  - Distributors
  - Agents
- Partnerships
- Joint ventures
- Local / regional offices





# Routes to market (2)



- Who are you targeting:
  - B2B, B2C, B2G?
- Research / scoping visit
  - with an OMIS?
- Trade missions
- Conferences
- Exhibition / trade show
  - Exhibition stand
  - Presentations
  - Workshops





# Distributors & Agents <sup>(1)</sup>

which should I use?



- What's the difference?
  - A distributor buys from you and on-sells to his customers
  - An agent forwards orders to you, & receives commission after you have been paid
- They can be both!





# Distributors & Agents (2)

## evaluating a distributor



- Location
- Experience / expertise
- Size
- History
- Influence / connections
- Physical location / coverage
- Communication level
- Language skills
- Culture / religion / ethnicity
- Customer preference
- References
- Trust

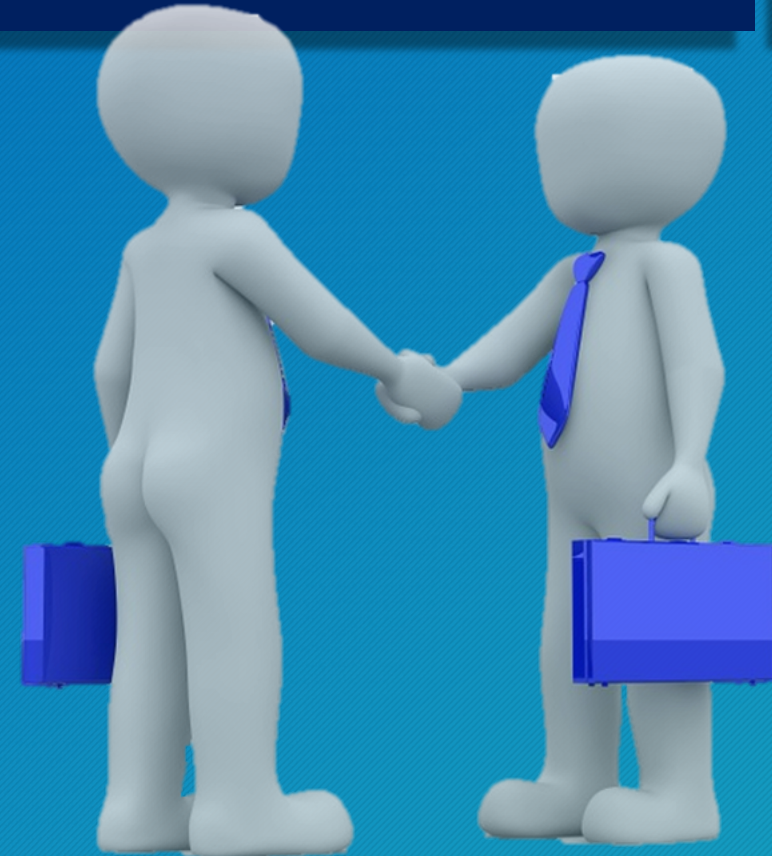




# Distributors & Agents <sup>(3)</sup> managing partner relationships



- Communication
- Setting sales targets
- Visits
  - Exhibitions
  - Customer meetings
  - Presentations / workshops
- Support
  - Training
  - Marketing materials
  - Customer support
- Build lasting relationships!

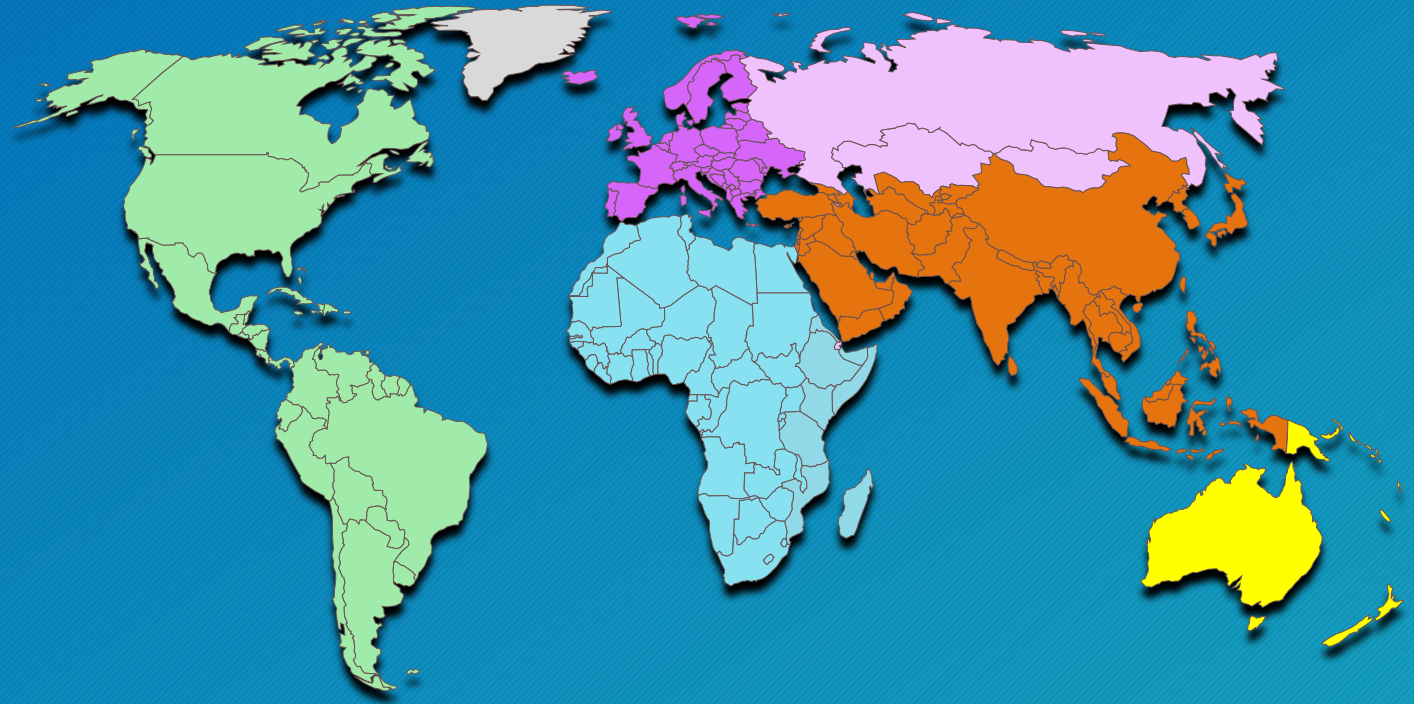




# International Schools <sup>(1)</sup> growth

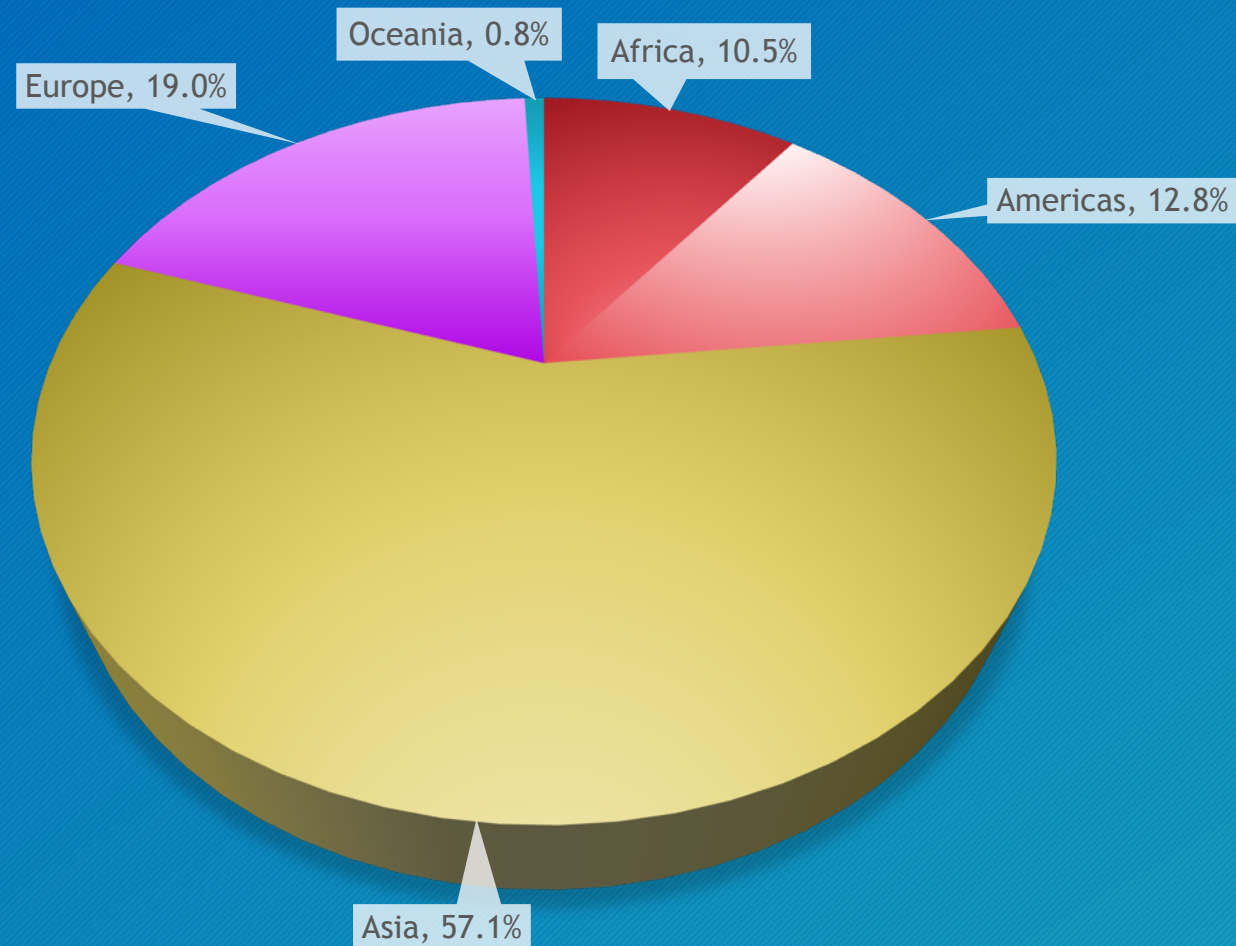


- Massive growth:
  - 2000 - 2,584
  - 2023 - 13,362 *>300 in development*
  - 2028 - 16,585 *predicted*
- Current levels:
  - 7.8 million students
  - >749,000 staff
  - Many from the UK!



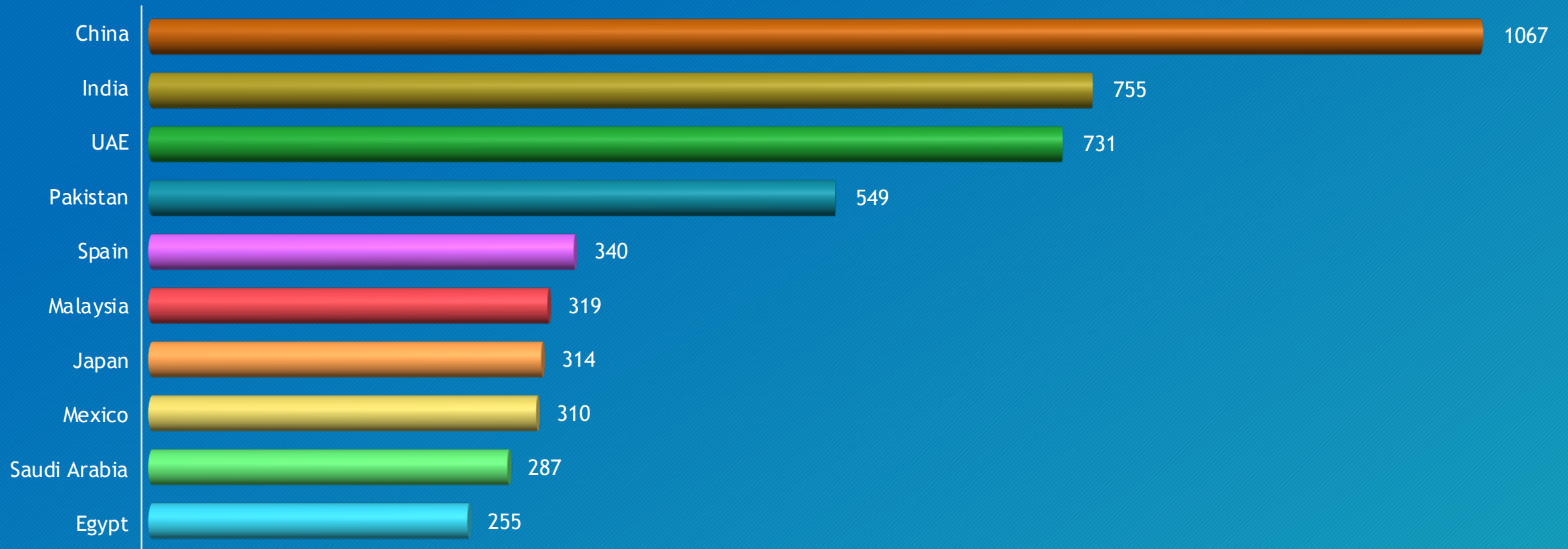


# International Schools (2) region





# International Schools <sup>(3)</sup> country

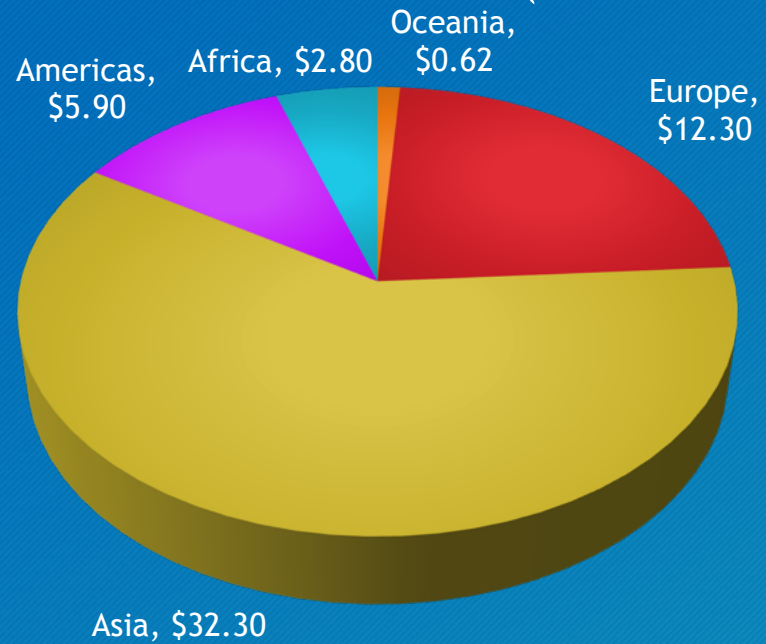




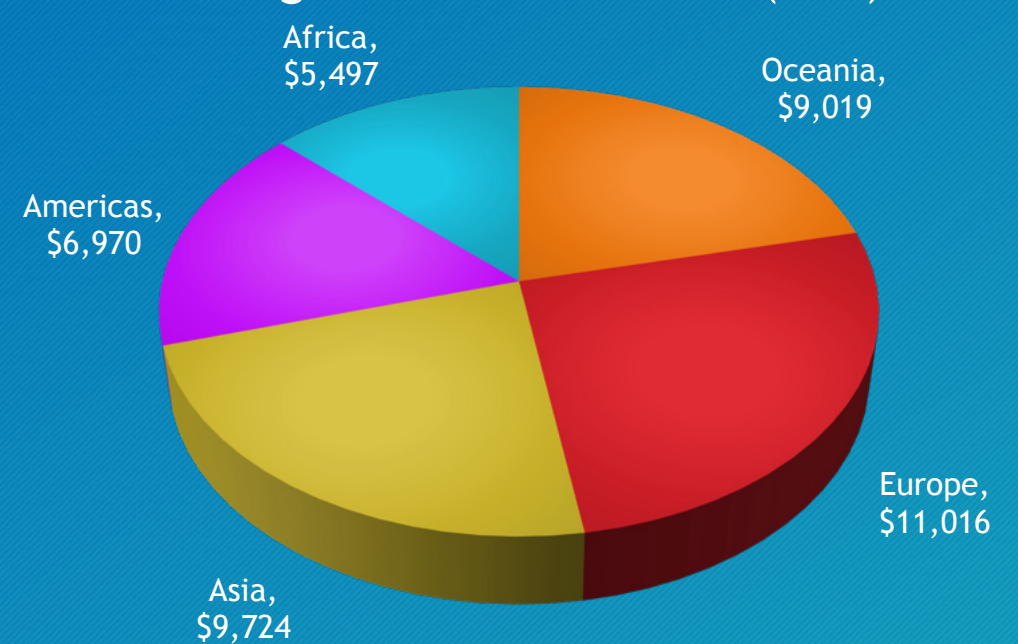
# International Schools (4) fees



Total annual tuition fees (USD billion)



Average annual tuition fee (USD)





# International Schools (5) groups



No. of Schools



- Routes
  - Approach the group directly
  - Sell to a school in the group, and work up
  - Ask for referrals to others in the group
  - Combination approach
- Always adapt the message to the group!



# International Schools (6) associations (1)



- Council Of British International Schools
  - COBIS
  - [cobis.org.uk](http://cobis.org.uk)
  - 297 Schools
  - Annual events in various locations (London)
- British Schools in the Middle East
  - BSME
  - [bsme.org.uk](http://bsme.org.uk)
  - 157 Schools
  - Annual conference, usually in Abu Dhabi





# International Schools (7) associations (2)



- Federation of British International Schools in Asia
  - FOBISIA
  - fobisia.org
  - 102 Schools
  - Multiple events in various locations



- Educational Collaborative for International Schools
  - ECIS
  - ecis.org
  - 443 Schools
  - Annual conference, usually in UK





# Next steps



- Contact your local DBT ITA
- Speak to BESA
- Make / Review your exporting plan
- EdTech Consulting, can help:
  - Book a free 30-minute intro meeting
    - [steve@edtechconsulting.co.uk](mailto:steve@edtechconsulting.co.uk)
    - +44 (0) 7710 460 392
    - [www.edtechconsulting.co.uk](http://www.edtechconsulting.co.uk)





# BESA SME Spotlight Series

Thank you



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**The presentation will be emailed to you**

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