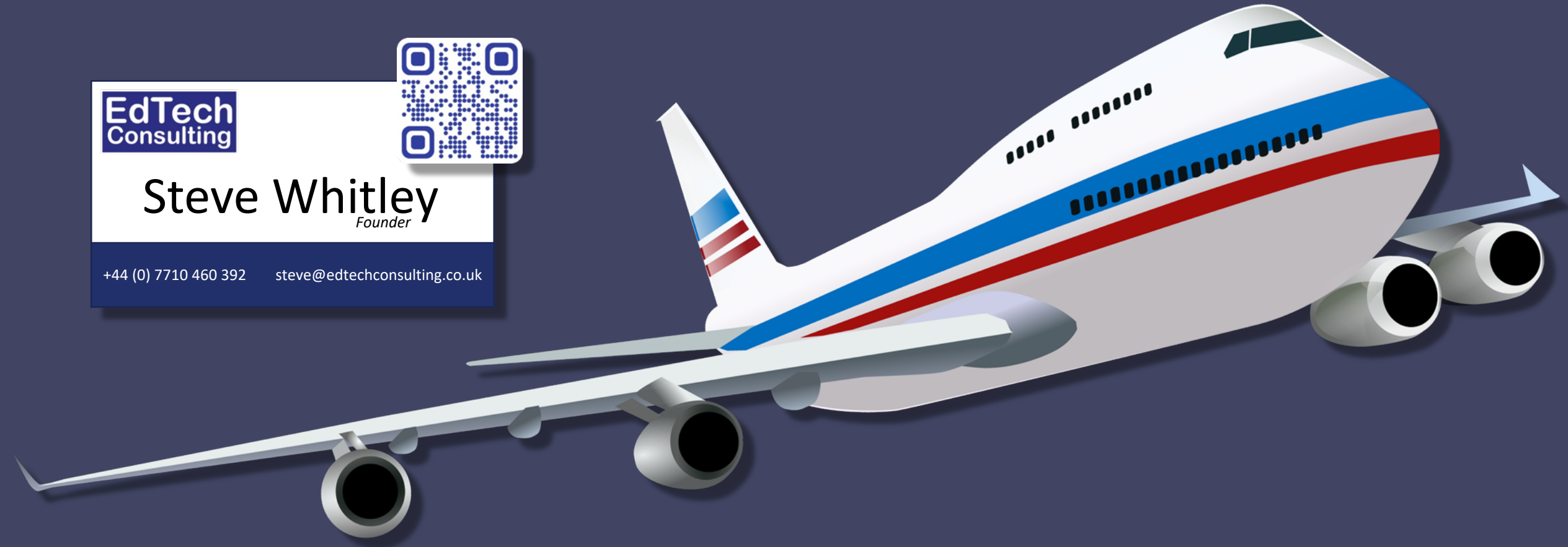


# Before you get on the plane...



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# Before you get on the plane...

- Understand the market
- Do your research
- Who is the customer?
- Preparing for:
  - Research visits
  - Missions
  - Exhibitions
  - Reseller visits



# Understand the market

- Education structure
  - Ages, phases
  - Curriculum
  - Languages
  - Public / Private
- Financial systems
  - Devolved or Centralised
  - Payment!
- Political structure
  - Democratic
  - Communist
  - Authoritarian
- Barriers to trade
  - Tariffs
  - Content restrictions
  - Foreign ownership
  - Taxes
- International factors
  - Disputes
  - Sanctions
  - Military actions



# Do your Research!

- CIA World Fact Book
  - <https://www.cia.gov/the-world-factbook/>



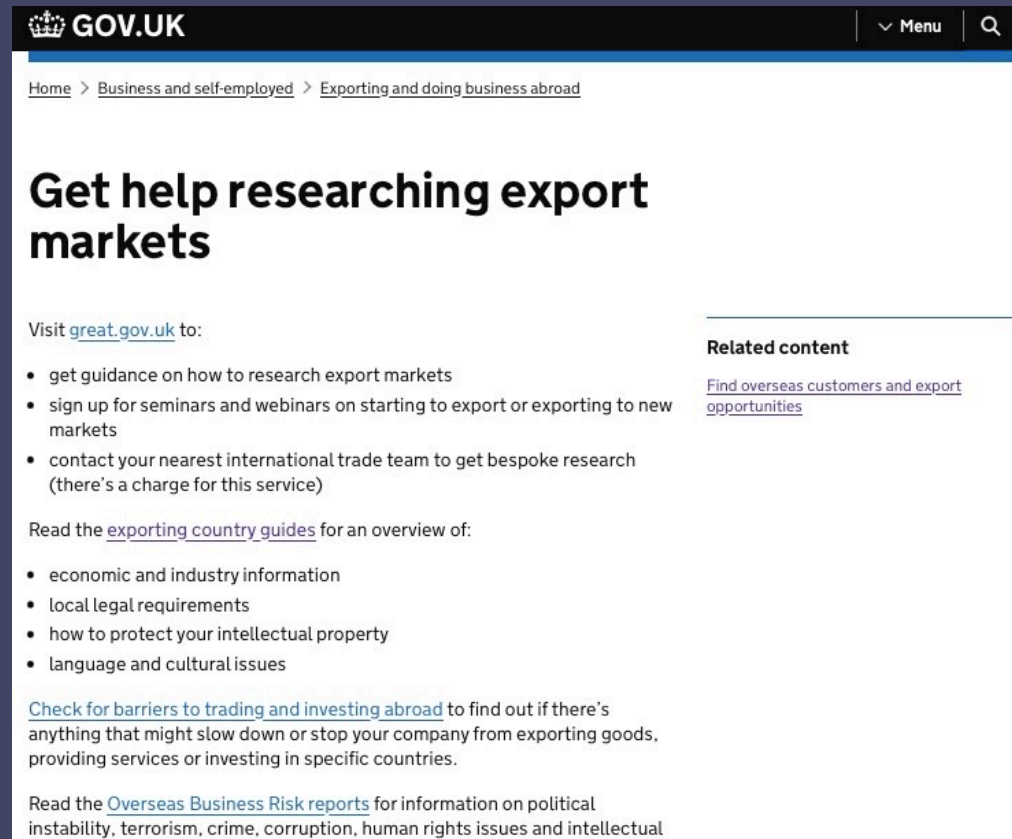
# Research: Department for Business & Trade (DBT)

- Great
  - <https://www.great.gov.uk>



# Research: Department for Business & Trade (DBT)

- Overseas Market Introduction Service (OMIS)
  - <https://www.gov.uk/research-export-markets>



The screenshot shows a GOV.UK page with the following content:

- Header: GOV.UK, Menu, Search icon
- Breadcrumbs: Home > Business and self-employed > Exporting and doing business abroad
- Section Header: **Get help researching export markets**
- Text: Visit [great.gov.uk](https://www.gov.uk/great) to:
- List:
  - get guidance on how to research export markets
  - sign up for seminars and webinars on starting to export or exporting to new markets
  - contact your nearest international trade team to get bespoke research (there's a charge for this service)
- Text: Read the [exporting country guides](#) for an overview of:
- List:
  - economic and industry information
  - local legal requirements
  - how to protect your intellectual property
  - language and cultural issues
- Text: [Check for barriers to trading and investing abroad](#) to find out if there's anything that might slow down or stop your company from exporting goods, providing services or investing in specific countries.
- Text: Read the [Overseas Business Risk reports](#) for information on political instability, terrorism, crime, corruption, human rights issues and intellectual
- Related content: [Find overseas customers and export opportunities](#)



# Research: Department for Business & Trade (DBT)

- Country Guides
  - <https://www.gov.uk/government/collections/exporting-country-guides>

Department for Business & Trade

Learn to export Markets Services Search Menu

Sign in

great.gov.uk > Markets > Canada

Exporting guide to  
**Canada**

[Find information about your product](#)

Canada is the second largest country in the world by area and has a population of over 37 million people. It's politically stable with a strong record of economic growth and has well-established trade links with the UK.

**£16.1 billion** total UK exports to Canada for the four quarters to the end of Q2 2023

**13th** largest UK export market (Source: [ONS UK total trade: all countries, seasonally adjusted](#))

**1.8%** of total UK exports for the four quarters to the end of Q2 2023

**Related services**

- [View export opportunities](#)
- [Find latest export events](#)
- [View latest trade statistics](#)
- [Find an online marketplace](#)
- [Check duties and customs](#)
- [Check for trade barriers](#)



# Research: Department for Business & Trade (DBT)

- Travel Advice
  - <https://www.gov.uk/foreign-travel-advice>

GOV.UK

Home > Passports, travel and living abroad > Travel abroad > Foreign travel advice

## Foreign travel advice

# Canada

Contents

- Warnings and insurance
- [Entry requirements](#)
- [Safety and security](#)
- [Health](#)
- [Getting help](#)

[Get email alerts](#)

### Warnings and insurance

Still current at: 4 January 2024  
Updated: 22 December 2023  
Latest update: Information on Arctic travel ('Safety and security' page).

The Foreign, Commonwealth & Development Office (FCDO) provides advice about risks of travel to help British nationals make informed decisions. Find out more about FCDO knowledge.

#### Related content

- [About Foreign, Commonwealth & Development Office travel advice](#)
- [Support for British nationals abroad](#)
- [Foreign travel checklist](#)
- [UK help and services in Canada](#)





# Who is the customer?

- Direct sales to Schools (B2C)
- Sales to Governments (B2G)
- Sales through a reseller (B2B)



# Preparing for: Market Research Visits

- Pre-book meetings with resellers
- Language issues (Hire a translator?)
- Take relevant marketing materials:
  - Sales leaflets / brochures
  - Business cards
  - Samples
- Local transportation / safety concerns?
- Draft contract
- How will you 'experience' the local education system?
  - School visit, Exhibition, Conference



# Preparing for: Missions

- Prepare for meetings with Government officials
  - Have many levels of pitch prepared, especially the 30 second 'What & Why'
  - Be prepared to be introduced to a preferred potential reseller / local partner
- Plan for:
  - School / College visits
  - Ministry visits
  - Symposium / Conference
  - Ambassador reception
- Network as much as possible!



# Preparing for: Exhibitions

- Plan, plan, plan!
- What will you show?
- Stand design & dressing
- Furniture
- IT Equipment & services
- Sales materials & samples
- Lead collection method
- Language
- Shipping, Customs, Duties etc.



Designed by macrovector / Freepik

# Preparing for: Reseller visits

- Meet the company owners / managers
- Meet the sales team
- Provide training and support
- Agree sales targets, discuss future opportunities etc.
  - Visit key clients with the reseller
  - Provide a workshop to clients
  - Assist at an exhibition
- Key: **Build strong relationships**



# Safe Travels!



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