

What is Open to Export

Open to export is a free online business community, designed to bring you the best-practice knowledge and advice, helping you to successfully enter new markets and operate overseas.

- Explore potential international opportunities for your business
- Get bespoke answers from experts and other experienced exporters
- Access practical insights on important overseas issues
- Connect with experience UK businesses and service providers
- Find relevant products, services and events.
- Share your experience with other companies looking to go global.

How to Register (Part 1)

1. Click 'Register' in the top right hand corner of any Open to Export page.
2. Select Register as an *export service provider* on the right hand side.



3. Enter all mandatory fields shown with an asterix *
4. Please ensure your password contains at least one letter, one number and no spaces.

How to Register (Part 2)

5. Click **Join Existing Company** to see if your organisation has already been registered. E.g. when you start typing your organisation may appear in the drop down.



6. If it is not available please click Add new company and enter the full address. *Please note that if you are registering from outside the UK you must click **Manual entry(e.g. outside UK)***
7. Click to register your Export Service Provider account.

You will be sent an email to your email address to validate your account.
You will not be able to contribute to Open to Export until you have done.

Create your profile

Your profile on Open to Export gives users the opportunity to find out more about yourself and your experience. It offers exporters different ways to get in touch with you and to see what content you have published, questions you have answered and which events you are running.

To edit your personal or company profile please click View my Account in the top right hand corner when logged in.



Answering Questions

Everyone registered can be notified and answer questions on Open to Export. We recommend a good answer should consist of three things.

1. An introduction to you, your name, organisation and perhaps what puts you in the suitable position to help
2. A helpful answer to their question; this could also be signposting to the appropriate organisation or the recommendation of an event
3. Offer to engage further in the future, please offer to the user to either contact you or offer for you to contact them. They can do this through the details on your profile or the [Contact this user](#) function.

We encourage contributors to ideally respond to questions within 48 hours. We ask that you do not immediately refer the Exporter off of the site in the first instance.

Uploading Content

You can upload relevant sector reports and any content around market opportunities – including new articles and events. To do so go to **View my Account** once logged in and Add/Edit content on the left hand side. For additional help please refer to the help link next to Add/ Edit content.

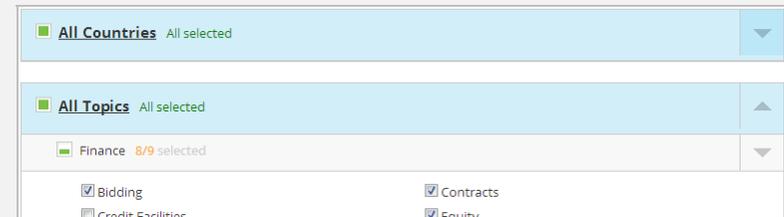
Social media activity on Linked-In and Twitter can reference Open to Export. (#opentoexport) For instance, good country & sector reports, or quality responses posted on Open to Export can be publicised.

Change your question filters

Every question on Open to Export can be tagged with a specific Market, Sector or Topic. You can change your settings so you are notified when a question with your selected criteria is asked. You can also set the filters so you are only notified when a company in your region (UK only) asks a question. To access your questions go to **View my Account** in the top right and then **Question Filters**

1. Content Filter

Your Question filters allow you to select what **Countries, Topics** and **Sectors** tags you are interested in receiving questions about.



2. Relevance Filter

Please ensure you set your relevance filters to narrow down the number of emails you are sent. If you wish to receive notifications from any question tag with the selected select **OR**. If however you want to make your criteria very specific. E.g. India> Technology > Finance please select **AND**.

3. Origin Filter (UK Only)

If you wish you can select which regions you are interested in receiving questions from.

Service Providers, Partners

Please also publicise Open to Export in conversations with overseas organisations who can add value to the Service by providing content and Q&A on the service. For marketing material contact the Open to Export team.

Frequently asked Questions

Who do I contact regarding technical issues?

Email opentoexport@ukti.gsi.gov.uk and we will get back to you as soon as possible or call any members of the team.

How will I know if I should be answering a question?

People asking questions are urged to tag them to ensure they are sent to the right people. You will be emailed questions according to your preferences. Within your question filters you can set your region preferences. You will also be able to see the market the individual is asking about or their postcode.

How is this different to the UKTI website? Doesn't this duplicate of lot of the content on there?

No they are very different. Although relevant UKTI content will be automatically fed into Open to Export, other service providers such as HMRC and the IPO can upload content for exporters. You can also interact with the exporters directly through the Q&A functionality. Content is designed to be more personalised.