



Export Insight Visit: Czech Republic

Are you new to international trade and looking to get started? Do you want to sell overseas but need help in finding the right market?

The Department for International Trade (DIT) is leading a visit to **Prague, Czech Republic, exclusively for consumer sector companies including retail, fashion, creative and giftware**. This all-inclusive trip will give you a taste of a new market, what to expect when trading internationally and build contacts to keep you connected once you're back in the UK.

What is an Export Insight Visit (EIV)?

An EIV is a group trade visit which gives UK based companies, with little or no experience of selling overseas, an insight into selling around the world and the support that DIT and its overseas partner network can offer.

Why take part?

- find out how to approach the Czech market
- join a buyer reception hosted at the British Embassy in Prague
- hold 1:1 meetings with trade specialists and potential buyers
- take part in roundtable discussions on key export topics
- showcase your products to targeted buyers
- explore the city of Prague, learn about the local culture and effective ways of doing business in the Czech Republic

Cost and arrangements:

£200 plus VAT per delegate

The trip includes flights, accommodation with breakfast, in-market travel and group meals.

Flights:

13 March – Birmingham Airport to Prague Airport – 20:00 departure, 22:55 arrival

16 March – Prague Airport to Birmingham Airport – 18:20 departure, 19:20 arrival

Register:

For more information and to register your interest in attending this EIV please visit:

www.eivczechrepublic.eventbrite.co.uk

Why Czech Republic?

The Czech Republic is a developed, high-income country. Czech Republic offers UK businesses a sophisticated market where English is widely spoken and where British products are well received. Czech Republic is located at the heart of Europe offering very good links to neighbouring markets. The country's well-developed infrastructure, and skilled labour force attracts strong flows of foreign direct investment. Opportunities for UK businesses lie in numerous sectors including: food & drink, consumer goods, retail, science & technology, education & training and advanced engineering.

Eligibility:

- companies must operate within the consumer sector (retail, fashion, creative and giftware)
- this visit is designed for new to export companies who have not proactively exported their goods / services within the last 12 months
- companies MUST have a registered business located within the Midlands
- companies should have experience of selling their goods / services within the domestic market