



Department for
International Trade



Export Support Service

Business Toolkit



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01 What is the Export Support Service?

- The Export Support Service helpline and online form is the first point of contact for all UK businesses to get answers to questions about exporting their products or services to customers in Europe.
- It is a free government service run by the Department for International Trade.
- The helpline is currently operating with extended hours, open Monday to Friday from 8am to 8pm. It is the single point of contact for businesses and traders with questions about exporting to Ukraine, Russia or Belarus.
- No matter the size of your business, how much you export or where in the UK you are based, you can use the service to get answers to your questions.
- It can also help you navigate other government services, so you can find further support about trading with Europe or other countries, such as DIT's International Trade Advisers and the Export Academy.
- The Export Support Service currently focuses on questions you have about trading with Europe but will expand to cover more global markets this year.
- DIT will continue to work with businesses and business representative groups in all parts of the UK, to help make the service as useful as possible for businesses at every stage of their exporting journey.
- Get in touch with the Export Support Service by visiting www.gov.uk/ask-export-support-team or by calling **0300 303 8955**.





02 Using this toolkit

This toolkit features a range of creative assets and messaging for you to inform your members or business networks about the Export Support Service and to promote its benefits through your public-facing channels.

How you can help support the Export Support Service:

1. **Promote the service.** You could share content through a social media post or include the Export Support Service in your regular newsletter, email bulletin, or through other channels you may have.
2. **Business spotlight.** Do you know businesses in your Network that have benefitted from the service? Let us know! We're looking to feature **business case studies** in promotional materials.
3. **Collaborate** with the Department for International Trade to jointly promote the Export Support Service e.g. through a blog, webinar or online creative content.
4. **Guest speaker.** Let us know if you'd like one of our senior staff to speak or engage with your members at an upcoming forum or event.
5. **Share feedback** from your members about the service. This will help us make sure the service is as useful as possible for businesses at every stage of their exporting journey.





03 Downloadable creative assets

1. Click the links to download Export Support Service assets.
2. Use copy in slides 6, 7 and 8 to share them with your business contacts.
3. Let us know what activity you have done.



Video

19 second video showing the range of markets and types of exports the Export Support Service can help with. MP4 file 15,281 KB.



Slide deck

Short slide deck explaining what the Export Support Service is and how it works. PPX file 10,888 KB.



One page explainer

Common Q&A s about the service and Export Support Service contact details.



Static assets

Static asset for social media (square format). PNG file 199 KB. Ukraine/Russia/Belarus asset also available.



Motion asset

Short motion asset for social media (square format). MP4 file 3748 KB.



04 Suggested social media copy

Do you sell products or services to customers in Europe or are you thinking about doing so? The Export Support Service is your first point of contact if you have questions about exporting to Europe. No matter the size of your business or what you sell, there is support available to you. Visit www.gov.uk/ask-export-support-team or call 0300 303 8955.



Selling **[insert product(s) or service(s)]** to customers in Europe? There is support available. No matter the size of your business, how much you export or where in the UK you are based. The Export Support Service is your first point of contact if you have questions about exporting to Europe. Visit www.gov.uk/ask-export-support-team or call 0300 303 8955.

Get in touch with the Export Support Service to ask practical questions about exporting goods or services to customers in Europe. Visit www.gov.uk/ask-export-support-team or call 0300 303 8955.





04 Suggested social media copy: Ukraine/Russia/Belarus content

Selling goods or service to customers in Ukraine, Belarus or Russia? The Export Support Service is your first point of contact if you have questions about exporting there. It is taking calls weekdays from 8am to 8pm. Visit  www.gov.uk/ask-export-support-team or call  0300 303 8955.

**QUESTIONS ABOUT TRADING WITH
UKRAINE, RUSSIA OR BELARUS?**



Call our export support team

0300 303 8955





05 Suggested newsletter copy

Location specific

Calling businesses based in [nation/ region/ city]!

Do you sell products or services to customers in Europe or are you thinking about doing so?

No matter the size of your business, how much you export or what you sell, there is support available to you. The Export Support Service is your first point of contact for all the help you may need.

Visit www.gov.uk/ask-export-support-team or call 0300 303 8955.

OR

Sector specific

If you sell [goods or services] to customers in Europe there is support available to you.

No matter the size of your business, how much you export or where in the UK you are based. The Export Support Service is your first point of contact if you have questions about exporting to Europe.

Visit www.gov.uk/ask-export-support-team or call 0300 303 8955.



Contact us

For general enquiries about the Export Support Service, and to share feedback or potential opportunities to collaborate, please e-mail:

esscustomerexperience@trade.gov.uk

Follow the Department for International Trade's social media accounts and share content via [Twitter](#), [LinkedIn](#) and [Facebook](#).



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