

Exporting may feel like a minefield but there are some practical steps you can take to reduce risk and simplify the process. We've put together some top tips to help you navigate the legal and administrative elements you need to take on board. Always start by respecting differences in culture and researching business and social norms. Engaging with organisations overseas will help you understand their cultural drivers and expectations. Remember, while many overseas clients can speak English, this shouldn't be relied upon and you may need third party help.

Checklist

The following checklist will help you successfully engage with overseas businesses:

Language



Respect other languages and cultures to build relationships. Using a foreign language can really give you a competitive advantage.

Seek professional translation services rather than relying on automated translation programmes. Check out northeast@mobile.trade.gov.uk for more information.

Marketing material



As per the point above, take steps to ensure your marketing material is in the relevant language. Resources to help with this can be found [here](#).

Culture



Be aware that all countries have their own approach to business. Cultural awareness and knowledge is essential to exporting success.

Business relationships



Prepare to meet and greet people, and get insight into how to use names and how to give and accept business cards. Be aware of differences in body language and how to build relationships. Also be thoughtful about how you give presentations, negotiate, entertain and so on. A whole host of useful guidance on this can be found [here](#).

In-market compliance



North East
GrowthHub

North East
Local Enterprise Partnership

Exporting may feel like a minefield but there are some practical steps you can take to reduce risk and simplify the process. We've put together some top tips to help you navigate the legal and administrative elements you need to take on board.

In this guide we look at in-country compliance. This means that in order to be compliant with the legislation and regulations in your new market, there are some essentials for you to cover.

Here's our checklist of things you need to do to be compliant:



Ensure you have personal and corporate liability cover by developing and enforcing appropriate anti-bribery and anti-slavery procedures within your business. This will also mitigate any potential reputational risk.



Understand any integrity risks posed by third parties contracted with in your new market (including their representatives, agents, distributors and critical members of their supply chain).



Be abreast of The Modern Slavery Act 2015 and any provisions included in this legislation.



Be aware of The Bribery Act 2010 and any provisions included in this legislation. A business can avoid conviction if it can demonstrate adequate procedures in place designed to prevent bribery.



Keep good central records of relationships that you, employees in your new market or their staff /agents may be involved in or are proposing to undertake, so that the points above can be continuously monitored.



Managing your people in-market – Safety, Security and Risk Management

Exporting may feel like a minefield but there are some practical steps you can take to reduce risk and simplify the process. We've put together some top tips to help you navigate the legal and administrative elements you need to take on board.

If you have people employed overseas, you must consider employment terms and various contracting options, employer and employee tax considerations, travel requirements, security and managing risk and health. Please note that some countries require employment contracts to be written in the local language in order to be considered legal.

Here's our checklist of things to help:



Employment terms

There are many different, and sometimes contradictory, positions and common law principles that can determine the nature of the relationship between a business and an individual worker. It is crucial to establish clearly what the contractual relationship is. Reasonable, contractual expectations and obligations of that employee must be incorporated into their employment contract. It is also important to ensure that the relevant rights to work checks are completed and any corporate immigration requirements are complied with prior to commencement of employment.



Working with agencies

Ensure that any agencies you are using regularly carry out the correct checks, and that there is wording to this effect in the relevant contract with the agency, including appropriate warranty and indemnity protections. You must ensure that the nature of the engagement and status of the agency worker is clearly and adequately reflected.



Tax implications

Where businesses send individuals to work in another jurisdiction, they will need to consider the impact this can have on both the employer and the employees. An individual working for as little as one day in a different location could trigger obligations in that 'host' location in respect of immigration, income tax and social security. Obligations can include reporting and/or withholding for the employing business as well as tax return requirements for the employee.





Management and tracking



Your business should have tracking mechanisms in place to support the income tax withholding and reporting obligations. Visas: Currently UK citizens have the right to work in any country in the European Economic Area (EEA) and Switzerland without a work permit. The EEA includes:

- all countries in the European Union (EU)
- Norway, Iceland and Liechtenstein

Guidance on this will change however as the UK leaves the EU so please keep up to date with the latest government guidance as this changes. Work in a non-EU country: You'll need to organise work permits for staff you wish to post in most non-EU countries if you're a UK citizen. Check with the UK-based embassy of the country in question to see what you need to do.



Security and Managing Risk

You should understand the risks associated with travelling and operating overseas. There will be additional health and safety considerations for any manual or lone workers.



Health and Safety

Protecting your staff should be a first and foremost concern, which includes ensuring you are up to date with all health and safety procedures in the place they will be working.



Safety, Security and Risk Management Tools and Resources

[The Institute of Occupational Safety and Health's Managing the safety, health and security of mobile workers](#): an occupational safety and health practitioner's guide outlines the aspects of safety, health and security for which organisations should take responsibility when they have workers travelling for work, or on international assignments.

[Paragon](#) provides further advice on overseas employment contracts and in-country sub-contract employment arrangements.

Information for UK businesses on how to identify and mitigate security and political risks when trading overseas is available [here](#).



North East
Growth Hub