

[Press release: New podcast series to explore why exporting is GREAT for business](#)

The Department for International Trade (DIT) today announces the launch of its [inaugural podcast series](#), Local to Global with Nick Hewer, which will see Hewer interview British business owners, entrepreneurs and CEOs who have built their businesses around the world.

Nick Hewer is best known for his appearance on 10 series of The Apprentice as one of Lord Sugar's advisers. He is the current presenter of Channel 4's Countdown.

The first episode in the 6-part series will be free to [download](#) from today and will shine a spotlight on each business's exporting journey, delving into their successes and failures whilst also sharing strategies and tips for those looking to sell overseas.

This includes what3words, a London start-up that has changed how we map the world. The business has divided the entire planet into 3 metre-squares, assigning each square a unique 3-word identifier, giving a precise address to the billions of people worldwide who don't have one. Launched in 2011, the business's technology is now being used in over 170 countries. It has opened offices in South Africa and Mongolia, where it is working with Airbnb to help users find nomadic reindeer-herders and has even partnered with Domino's Pizza in Saudi Arabia to enable quicker delivery.

Other companies that will be interviewed as part of the series are Pavegen, a clean technology business that has created a system that converts footsteps into off-grid electrical energy; Sure Chill, a cooling system that can stay cool for 12 days without power; BioSure, the company behind the first self-test HIV diagnosis kit; SunGod, a customs optics company that sells 'adventureproof' sunglasses and goggles; and Mo Bro's, a leading men's grooming product retailer.

International Trade Secretary Dr Liam Fox said:

From exporting map technology, cooling systems and adventure proof sunglasses to the world – the Department for International Trade has already helped thousands of companies to export, with exports now at a record high.

As an international economic department, we are determined to see the UK thrive and to help support, connect and grow UK companies on the world stage through our international network. The Exporting is GREAT podcast is a fantastic way to encourage further companies to think about how exporting can transform their business and reach

new markets.

Minister of State for Trade and Export Promotion Baroness Fairhead said:

Whether you're starting a brand-new company or are looking to expand, selling overseas can make a huge impact in terms of increasing the sales, profitability and sustainability of your business.

The exporting journey is not always without challenges, so the Exporting is GREAT podcast series aims to make potential exporters aware of the support available as well as the opportunities and benefits, making them more confident about taking the leap into overseas markets.

Global demand for UK goods and services continues to grow, with exports in the year to November 2018 increasing to £630 billion. The number of exporting businesses is also rising, with a 1.5% increase to 110,000 for the 12 months to October 2018.

DIT estimates that 400,000 businesses believe they could export but don't, while demand for British expertise and goods overseas is only growing.

In 2018, the UK Government launched its [Export Strategy](#), an ambitious plan developed in collaboration with UK businesses, to set a new ambition to increase exports as a proportion of UK GDP to 35%.

New measures include developing [great.gov.uk](https://www.great.gov.uk) into a single digital platform for both domestic business growth and export support and working with large companies to help build the capability of UK supply chains. We will also assess financial incentives and signposting as a means to support SMEs access new markets and private sector export support.

You can listen to the trailer and subscribe to the podcast, [here](#). The first episode goes live today, Monday 14 January, and a new episode will be released each week.