

Why Export

Exporting can be a profitable way of expanding your business, spreading your risks and reducing your dependence on the local market. Global research shows that, on average, exporting companies are more profitable than their non-exporting counterparts.

Exporting exposes you to new ideas, management practices, marketing techniques, and ways of competing that you wouldn't have experienced by staying at home. All this considerably improves your ability to compete in the domestic market as well.

Even if you have a limited domestic market, you should think about exporting - around a quarter of new exporters are born globals.

Is exporting the right move for your company?

Your company has performed well in your market, but to maintain your competitive position and grow further, you may now need to look outside.

By developing your business overseas, you can:

- Spread the business risk across markets
- Open your company to new ideas for products and services
- Achieve greater economies of scale and become more cost-competitive
- Enhance your credibility with customers
- Increase the skills, knowledge and expertise within your company
- Increase productivity
- Adapt technology and best techniques faster

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