

How to visit international markets

Industry bodies & trade shows

Whether you are trading in goods or services getting them to international markets can be a complex undertaking with many considerations. It is vital to access key market intelligence by industry and by region and discover new global market opportunities.

Here are some industry bodies and annual exhibitions which may be able to assist you reach your chosen market.

Going Global Live

Going Global Live is the number one show in Europe for businesses that are looking to expand internationally, export products or set up overseas operations.

This free exhibition and conference is usually held in November and provides businesses with everything they need to know about trading in some of the world's most lucrative cities, countries and regions; Going Global brings the most forward-thinking minds on doing business abroad under one roof.

[Going Global Live](#)

Do you know what your personal survival

You need to make sure you can survive financially as you establish your business, so answer these questions:

budget is?

- Do you have the funds to start this business, if not, where will the money come from?
- Have a look at this guide to help you think about the finance you might need accessing finance.
- What taxes do you have to pay? This link will tell you all about the taxes and social security you will have to pay Business taxes and Social Security
- What level of income do you need from the business? Fill in this personal survival budget to assess your finances.

Do you know that your business idea is viable?

Viability check – is there a market?

The only way you can know if your business idea is going to work is by undertaking market research. This could involve researching information on the industry, undertaking competitor analysis and surveying potential customers. Determine the strengths, weaknesses, opportunities and threats (SWOT analysis) of your business idea.

Analyse your market research with an open and unbiased mind. If your research shows that a proposed business venture has a high probability of failure it would be unwise for you to proceed.

Read more on [Do you know that your business idea is viable?](#)

Relevant Links

> [Check you have the qualifications](#)

> [Set up your business as a non-resident](#)

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