

Who knows best?

So you've been arrested and charged with a serious crime, where do you go to get legal advice? Google or a solicitor?

Notice I didn't use a medical example there because we all know that Google is one of the first places to go to see what we could have. Nothing wrong with that as long as we do actually seek professional medical advice promptly and it doesn't make us worry too much.

Where do you go to get other advice, like for running your business? Is Google your first place of call? Do you turn to Facebook groups to see what everyone else thinks? Or do you ask an expert?

What about international trade? Companies are being encouraged to start trading internationally as it brings so many benefits to the economy of the country, but international trade can be quite complex. There are lots of regulations, shed loads of paperwork, fees & taxes, which if you get it wrong, can be very expensive.

It is not surprising that day to day I hear a lot of queries about exporting and in particular to the EU. Exporting to the EU is now much harder than it used to be and no, it's not all because of Brexit. Even so, I was a little surprised to see the volume of queries in Facebook groups. These queries often are seemingly simple questions but have complex answers. Different situations can mean different solutions so the experience of one company can be a good guideline for you and starting point but it's no substitute for expert advice.

Let me give you some examples:

- Are there any regulations/ paperwork or is it a pretty simple process?
- How long must I wait for my EORI number to be sorted out?
- My orders to the EU via an ecommerce platform, have reduced, and parcels are taking longer to arrive, so how can I best use a European fulfilment warehouse?
- What languages did you print on packaging for exports to Europe, Middle East & Australia?
- Does anyone have a standard exclusivity agreement template for a UK supplier who's representing a European brand and manufacturer outside the UK?
- Post Brexit how should a European company pay VAT in U.K. for items it's sells online to U.K. customers?

Several of these queries are about tax, regulations, and legalities. Getting these wrong could be very costly; money, time and legally. So do ask Google or your peers and get guidance but do also reach out and get some support from international trade experts.

Review > Revise > Repair > Regrow



No one wants to waste money but it doesn't have to cost a fortune: not only are there free services and cost effective courses available, there are consultants like me, who can give you bespoke advice for your situation.

If the cost of getting expert advice is too much, just imagine the cost of getting it badly wrong.

More about where to access services next time. Until then, why not post a question here?

