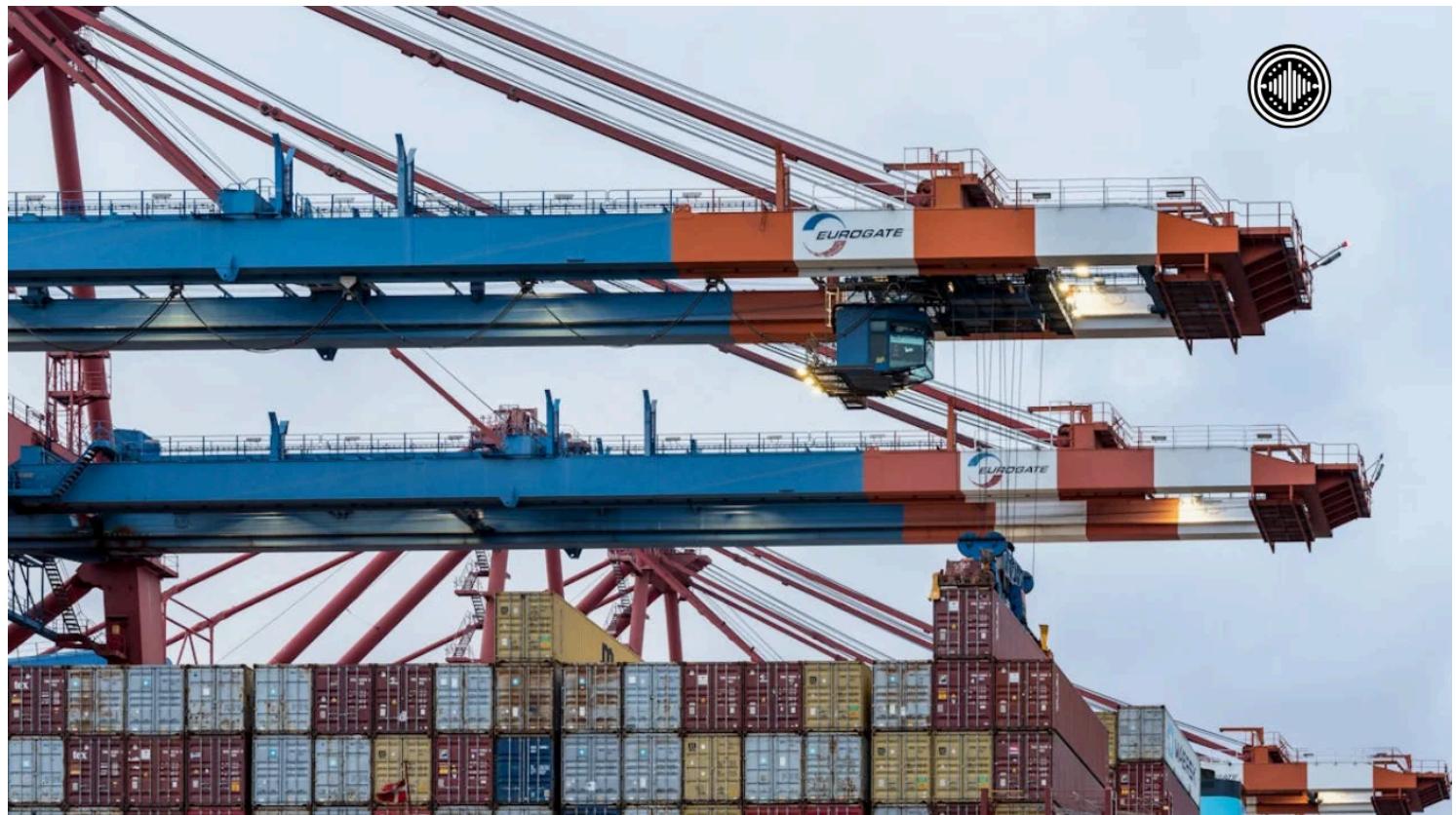


## UK Unveils Trade Strategy to Boost Exports and Back British Businesses Overseas

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The UK government has launched an updated trade strategy designed to make it easier for British businesses to export goods and services abroad, with the potential to unlock £5 billion in new opportunities. The revised plan, announced by Business and Trade Secretary Kemi Badenoch, aims to remove practical barriers that firms, particularly small and medium-sized enterprises, face when entering international markets.

At the heart of the strategy is a more tailored, accessible system of support for exporters. This includes better access to training through the government's Export Academy, clearer guidance on international regulations, and more direct help from trade advisers based both in the UK and overseas. The intention is to create a more straightforward path for businesses to trade globally, without being overwhelmed by complex rules or processes.

Badenoch noted that while many British companies are producing high-quality goods and services, some are held back by a lack of experience or knowledge about how to break into new markets. The refreshed strategy is intended to bridge that gap by equipping businesses with practical tools and support at each stage of the export journey.

One of the key focuses is improving the UK's ability to identify and address specific trade barriers, such as tariffs or technical regulations, that make it harder for firms to access certain markets. By resolving these issues, the government believes it can help generate billions in additional export value across a range of sectors, from food and drink to manufacturing and professional services.

Business groups have responded positively, welcoming the emphasis on practical assistance and streamlined processes. For many smaller firms, exporting has felt like a daunting prospect; clearer guidance and more consistent support could make a meaningful difference.

The strategy is part of a broader push to strengthen the UK's position in global trade. With economic pressures and international competition on the rise, the government is looking to ensure that British companies are

well-placed to grow through exports and that they feel supported every step of the way.