



**INTERNATIONAL
TRADE WEEK**
Backing you to sell to the world
9-13 NOVEMBER

Partner Toolkit

www.business.gov.uk/itw

#ITW26

Introduction

Back for its sixth year, International Trade Week (ITW) 2026 brings together businesses of every size and sector to unlock new opportunities, build valuable connections and accelerate growth through trade. Led by the Department for Business, Innovation, Science and Trade (BIST) and sponsored by Santander UK, ITW offers expert advice, practical insights and inspiring events designed to help businesses start, grow and succeed internationally. We invite you to support the campaign by sharing ITW 2026 with your networks and helping more businesses realise their global potential.

Meet our sponsor

In partnership with



We're proud to continue supporting the Department for Business, Innovation, Science & Trade, helping ambitious UK businesses explore the opportunities of international trade.

Trading internationally can unlock growth, strengthen resilience and open new markets. But it can also bring added cost, complexity, and risk. That's where Santander can help. Our global network and local expertise can help you navigate those challenges and make the most of opportunities overseas.

We take the time to understand your business, your growth ambitions and where you want to go next. And will work with you to find the right solution. Our expertise spans sectors including food and drink, retail and wholesale, manufacturing, transport and logistics, life sciences, and technology, media and telecoms.

Whether you're exploring your first international market or growing your global presence, we're here to help you take the next step with confidence.

Speak to us today: santander.co.uk/corporate

The connections you need. It starts here.



#ITW26

Overview of activity

ITW 2026 offers a packed programme of events designed to support businesses at every stage of their export journey. Whether they're exploring international markets for the first time or looking to accelerate global growth, there's something for every business.

Programme highlights include:



Exporting Horizons: Innovation for Growth **Monday 9 November, Manchester**

Hear inspiring panel discussions, take part in practical workshops and explore our dedicated business support expo. Build your network and gain expert insights.



Great British Pitch - Europe **Wednesday 11 November, London**

Pitch products and services directly to international buyers in a virtual showcase, creating opportunities to secure new customers, partnerships and contracts.



Export Action Planning (Online) **Friday 13 November: 11:00 - 13:00**

Develop a clear and actionable export roadmap, helping businesses to identify market opportunities, refine their international strategy and unlock sustainable growth.



Export Support Hub (Online) **Monday 9 to Friday 13 November**

Access tailored one-to-one advice from export specialists and trade experts, providing practical support to help businesses enter new markets and overcome export challenges.



Business Academy (Online) **Monday 9 to Friday 13 November**

With around 50 online sessions throughout the week, there's something for every business. Gain the skills, knowledge and confidence to grow, export and succeed.

With even more events, speakers and opportunities still to be announced, there's never been a better time to get involved. Visit www.business.gov.uk/itw to explore the latest programme, discover new events and stay up to date with the latest ITW 2026 announcements.



How you can help

Help us reach as many businesses as possible and unlock new opportunities for growth at home and overseas. By promoting ITW 2026, you'll help businesses access expert support, develop their export capability and seize opportunities in global markets, contributing to economic growth across the UK.

To make promotion as easy as possible, we've included a range of ready-to-use resources, including newsletter copy, website content, social media posts, campaign assets and a promotional flyer. We encourage you to share these materials widely across your networks to maximise reach and engagement.

Newsletter copy

Unlock Global Growth with International Trade Week (ITW) 2026

ITW 2026 is your opportunity to access expert advice, practical support and new connections to help your business grow internationally.

From one-to-one meetings with export specialists and expert-led webinars to international buyer pitches and networking opportunities, there's something for every business, whatever stage of the export journey you're on.

Explore the programme and register today: www.business.gov.uk/itw

Download campaign assets

Flyer



[Click here to download](#)

Website Banner



[Click here to download](#)

Social Image



[Click here to download](#)

Need bespoke content or marketing assets to help promote ITW 2026? Contact us at engagementandcommunications@businessandtrade.gov.uk

Website content

International Trade Week (ITW) 2026

Looking to grow your business beyond the UK?



ITW 2026 brings together businesses, industry experts, government support and international opportunities to help organisations succeed in global markets.

Whether you're taking your first steps into exporting or looking to accelerate international growth, ITW offers a wide range of free events, expert guidance and practical support.

Highlights include:

- Exporting Horizons opening event in Manchester
- One-to-one virtual meetings with export specialists
- Business Academy webinars and workshops
- Export Action Planning sessions
- Great British Pitch - Europe

Don't miss the opportunity to gain valuable insights, build connections and discover new routes to international growth.

Explore the full programme and register today: www.business.gov.uk/itw

Social media

Share our launch post or use the suggested copy below to help promote International Trade Week 2026 across your channels and networks.

Suggested social media posts are provided below and can be used as written or adapted for your audience.

🌐 Ready to innovate, export and grow?
#ITW2026 will bring together an exciting programme of live events, expert guidance, practical learning and international business opportunities.

Businesses can:

🎤 Be inspired at the Exporting Horizons opening event in Manchester

👉 Pitch to European buyers through the Great British Pitch

💡 Access up to 50 live webinars, workshops and expert-led sessions

🌐 Book one-to-one appointments with export specialists

📝 Build a practical export action plan for international growth

👉 Explore the programme and register:

www.business.gov.uk/itw

#Exporting | #BusinessGrowth | #InternationalTrade | #UKBusiness

🌐 Looking to grow your business internationally?

Join businesses from across the UK during #ITW26 and gain access to expert advice, practical workshops, one-to-one support and valuable opportunities to help your business reach new markets and achieve international growth 📈.

Register and explore the programme 👉:
www.business.gov.uk/itw

Follow us:



#ITW26

Planning to host your own event during ITW?

We would love to hear from you. We can help promote your event and feature it on the official programme page to maximise visibility and business participation.*



To submit your event, visit: www.events.great.gov.uk/itw26-submit-your-event

*Subject to vetting and suitability checks

If you have any questions or would like more information about the programme, please contact:

eventsupport_exports@businessandtrade.gov.uk

www.business.gov.uk/itw

Brought to you by



UK Government

In partnership with



ITW26