

# **Made in the UK, Sold to the World Awards**

**Partner Toolkit**

# What are the new Made in the UK, Sold to the World Awards?

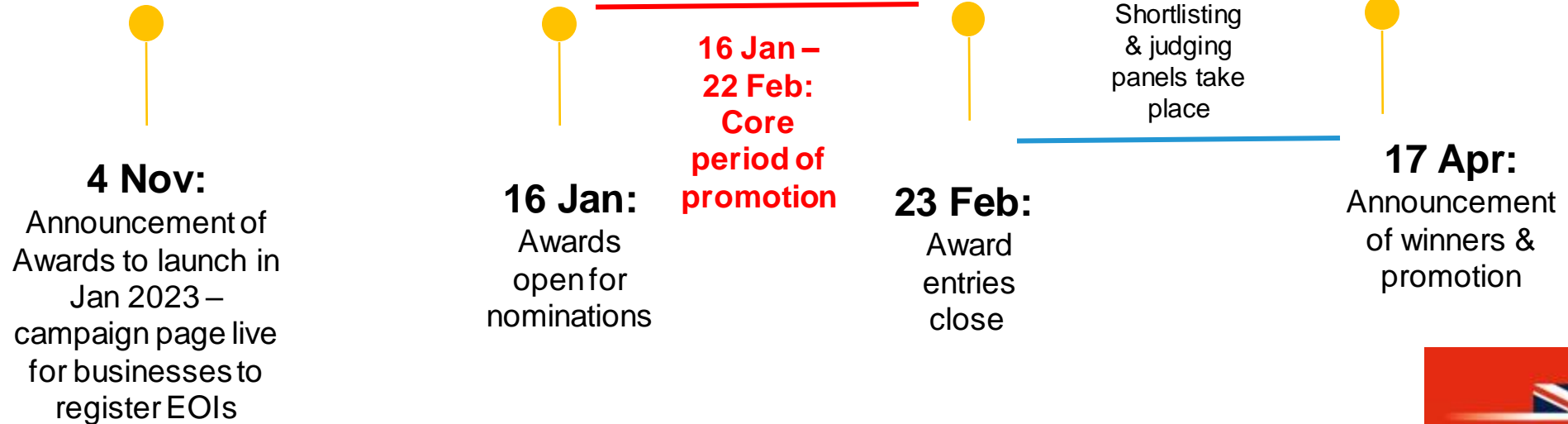
**Organised by the Department for International Trade, the *Made in the UK, Sold to the World Awards* are a new initiative designed to recognise and celebrate the success of UK SMEs trading internationally from a wide range of sectors.**

- We want to inspire and encourage UK businesses to pursue global opportunities. The 'Made in the UK, Sold to the World' campaign provides us with a platform to acknowledge and celebrate exporters from across the country and tell their stories, with the aim of instilling an exporting culture.
- As part of this, we are launching a new DIT-owned, UK-wide export awards programme that will recognise UK businesses seeing international success and uncover great stories.
- The awards programme will:
  - Help to increase the focus on exporting amongst businesses
  - Encourage more businesses to export by showing that everyday businesses of all sizes and industries are succeeding internationally and overcoming barriers
  - Encourage 'hand-raising', resulting in compelling export success stories being shared by business and DIT.

# Timeline\*

\*planning is ongoing and exact timings are currently subject to change, however these are unlikely to change significantly

International  
Trade Week –  
31 Oct – 4 Nov



# Made in the UK, Sold to the World Award Categories



Consumer  
goods



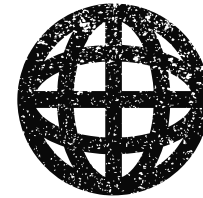
Agriculture,  
Food & Drink



Digital



Financial &  
Professional  
Business  
Services



Education



Creative  
Industries



# Get involved!

We value your support in promoting the awards to businesses across the UK, to ensure that we get quality submissions and that we can recognise and celebrate truly fantastic exporting stories.

The next slides explain how we can work together.

# Post about our Awards on social media

The hashtag **#MadeInTheUKAwards** will be used in the run-up to and throughout the Made in the UK, Sold to the World Awards promotion.

Our social channels will spotlight all entry details at launch, send reminders in the lead-up to the entries closing, and will then celebrate the winners once they are selected.

You can support us by:

- Tagging DIT accounts with any Award promotion activity you're undertaking
- Sharing Made in the UK, Sold to the World Award posts from DIT channels

## Tag us!

**Twitter** - [@tradegovuk](https://twitter.com/tradegovuk)  
**LinkedIn** – [Department for International Trade](https://www.linkedin.com/company/department-for-international-trade)  
**Instagram** - [@uktrade](https://www.instagram.com/uktrade)  
**Facebook** – [@UKTrade](https://www.facebook.com/UKTrade)



# Use our social media assets

Please like and share our live posts to help raise awareness of the awards to your network of businesses:

- LinkedIn: [Link here.](#)
- Twitter: [Link here.](#)
- Instagram: [Link here.](#)
- Facebook: [Link here.](#)

Please share these posts from any time from now until the end of the year.

Additional posts will be shared upon launch in January.

# Contact Us

For more information around promoting the **Made in the UK, Sold to the World Awards**, please speak to your External Affairs contact, or contact [UKMarketing@trade.gov.uk](mailto:UKMarketing@trade.gov.uk)