



EXPORT READINESS REPORT

Why Most Exporters Fail (Even With Great Products)

FREE EDITION

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Prepared by
Tradematch Pro Ltd

ABOUT

This report helps exporters identify knowledge gaps and understand their true costs.

Our suite of seven premium reports delivers the solutions to close them.

CONTENTS

EXPORT READINESS REPORT Error! Bookmark not defined.

ABOUT THIS REPORT Error! Bookmark not defined.

EXECUTIVE SUMMARY 4

SECTION 1: INTRODUCTION 4

SECTION 2: THE SEVEN KNOWLEDGE GAPS THAT DERAIL EXPORTERS 5

Knowledge Gap #1: Market Selection 5

Knowledge Gap #2: Market Entry Understanding 5

Knowledge Gap #3: Buyer Intelligence 6

Knowledge Gap #4: Competitive Position 7

Knowledge Gap #5: Operational Readiness 8

Knowledge Gap #6: Risk Assessment 8

Knowledge Gap #7: Scale Planning 9

SECTION 3: WHEN KNOWLEDGE GAPS STRIKE—REAL-WORLD CASES 10

Case 1: The Wrong Market Trap 10

Case 2: The Invisible Buyers 11

Case 3: The Payment That Never Came 11

SECTION 4: SELF-ASSESSMENT CHECKLIST 12

Market Selection 12

Market Entry Understanding 12

Buyer Intelligence 12

Competitive Position 12

Operational Readiness 13

Risk Assessment 13

Scale Planning 13

SECTION 5: THE COMPOUND EFFECT 14

The Real Cost of Knowledge Gaps 14

SECTION 6: CLOSING THE GAPS—THE TRADEMATCH PRO SOLUTION 15

Not Static Reports—Tailored Intelligence 15

Seven Reports to Close Seven Gaps 15

Three Editions to Match Your Needs 17

Priced for SME Budgets—Not Enterprise Subscriptions 17

See For Yourself—Sample Reports 17

SECTION 7: YOUR NEXT STEPS 18

We're Almost Ready to Launch—Here's What You Can Do Right Now 18

Option 1: Ask Us a Free Export Question 18

Option 2: Subscribe to Our Export Intelligence Newsletter 18

Why We're Doing This 20

EXECUTIVE SUMMARY

Most export failures don't stem from weak products. They happen because exporters enter international markets with critical knowledge gaps—unknown buyers, misunderstood regulations, the wrong market choice, mispriced products, unverified payment risks, or operational blind spots. These gaps stay invisible until they become expensive.

Over four decades, we have analysed thousands of export attempts, and the pattern is unmistakable: **Seven knowledge gaps account for nearly every stalled, delayed, or failed export venture.** Each gap carries real financial consequences—often tens of thousands of pounds and 12–24 months of lost time.

This report explains those seven gaps, shows how they derail exporters, and helps you identify which ones apply to your business today. You'll see the typical costs exporters face when these gaps go undetected, supported by real-world cases that reflect common patterns across global markets.

You will also find a simple self-assessment that highlights potential blind spots. Every "No" in that checklist represents exposure—whether financial, operational, strategic, or reputational.

Finally, the report outlines how TradeMatch Pro closes each gap with a suite of seven targeted intelligence reports. Each report delivers practical, tailored insights designed to remove uncertainty, accelerate market entry, and help you make confident export decisions without the waste, risk, or guesswork many SMEs endure.

Your export success depends not on working harder, but on knowing more at the moment decisions are made. This report shows you where to begin.

SECTION 1: INTRODUCTION

Most export failures are unrelated to product quality.

After four decades in international trade intelligence, we've seen the pattern repeat thousands of times: strong products, motivated teams, genuine market opportunity—yet the export venture stalls, bleeds money, or fails outright.

This report identifies the seven critical knowledge gaps that derail export success. For each gap, we show you:

- **The Real Risk** — what you don't know
- **The Impact** — how it affects your ability to succeed
- **The Severity** — what happens when it goes wrong
- **The Outcome** — the real-world consequences for your business

Use the self-assessment at the end to identify your own gaps—and understand what they may already be costing you.

SECTION 2: THE SEVEN KNOWLEDGE GAPS THAT DERAIL EXPORTERS

Every failed export venture we've analysed can be traced back to one or more of these seven knowledge gaps. They operate like hidden sinkholes—invisible until you're already falling.

Knowledge Gap #1: Market Selection

Choosing the wrong market is the most expensive mistake an exporter can make—and the hardest to recover from.

The Real Risk

You pick markets without solid evidence of real demand, strong positioning, or viable margins—often just following competitors, trade-show chatter, or “obvious” assumptions. Research shows **25-40% of first-year market entries fail** due to incomplete planning, with exporters losing **£30,000-£100,000+** in development costs, travel, samples, and certifications.

The Impact

You pour resources into structurally rigid markets: intense competition, unfavourable regulations, locked-in suppliers, or no real need for your specific offer. Inaccurate market share assessments can lead to 10-20% revenue shortfalls due to misjudgments of competitive dynamics and market saturation.

The Severity

One bad market choice can burn 12–24 months and £30,000-£100,000+ in costs—often fatal for SME exporters operating on a limited runway. Premature expansion drains resources from markets that still need consolidation, while poor sequencing puts you into complex markets before easier wins.

The Outcome

After failure, you either quit exporting altogether or, worse, double down on the wrong market while competitors take the ones you should have won. The opportunity cost of pursuing the wrong market while ignoring viable alternatives compounds the direct financial losses.

Knowledge Gap #2: Market Entry Understanding

Knowing a market exists is very different from knowing how it works.

The Real Risk

You enter new markets blind—without understanding regulations, certifications, distribution channels, payment norms, or the real competitive landscape. Non-compliance fines under customs rules average **\$10,000–\$50,000 per incident**, escalating to \$1 million for willful violations, **plus the seizure of goods valued at 20-30% of the shipment value.**

The Impact

Then the surprises hit: blocked shipments, unexpected certification requirements, unfamiliar payment terms, and inaccurate landed-cost assumptions that erode your margins. **Data privacy violations trigger GDPR fines up to €20 million or 4% of global turnover, whichever is higher**, while **export control violations carry up to \$1 million per transaction** plus potential 20-year criminal sentences.

The Severity

The consequences escalate quickly: 6–12-month delays, tens of thousands lost in rejected or non-compliant goods, and reputational damage that closes doors before you've even started. **Documentation errors cause 30% of customs delays**, with paper-based processes extending shipment times by 5-7 days and increasing logistics costs by 10-15%.

The Outcome

Your launch becomes an expensive crash course. And by the time you finally understand how the market really works, your cash is gone—and competitors already own the space. One UK kitchenware exporter lost £200,000 due to the Vietnamese market's rejection of European electrical standards, necessitating a complete product redesign.

Knowledge Gap #3: Buyer Intelligence

Exporters who can't identify genuine buyers waste enormous resources chasing the wrong targets.

The Real Risk

You don't know the real importers, their volumes, preferences, or growth stage. You can't separate serious buyers from time-wasters, brokers, or competitors spying on you. **Finding qualified buyers consumes 40-60% of market development time** without systematic approaches, while vetting failures result in **8-12% default rates** on first-year export relationships.

The Impact

Your outreach is random. Months wasted on dead ends while you miss the buyers hunting for your exact product. **Scam operations targeting new exporters result in 5-10% loss rates due to advance-fee fraud, phantom buyer schemes, and payment-instrument fraud.**

The Severity

Result: 6-12 months gone, budget burned on junk leads, team crushed by rejection, trade shows deliver only business cards. **Cold outreach achieves 1-3% response rates**, while trade shows and directories provide contacts but lack assessments of buyers' financial strength or purchasing volume data.

The Outcome

Competitors with real intelligence take all the deals. You either quit the market or keep spraying cash into the void—neither builds a real export business. Without systematic buyer identification and vetting, exporters cannot efficiently access buyer credit histories in markets lacking credit bureaus.

Knowledge Gap #4: Competitive Position

If you don't know who you're competing against, you can't position yourself to win.

The Real Risk

You don't know which suppliers already serve your target market—or their pricing, relationships, and strengths. You're entering a race without knowing who you're up against. **Price-focused market entry faces 15-25% margin compression** within the first year, particularly where established suppliers operate at 10-20% lower cost structures.

The Impact

You start from the wrong position—competing on price with structurally cheaper suppliers, offering “differentiation” that isn't different, and repeating messages buyers already hear from trusted incumbents. **Non-localised products face 20-30% return rates** due to inadequate environmental testing or regulatory compliance.

The Severity

The result? Price wars you can't win, margins crushed by commodity positioning, and lost deals you could have won with better intelligence and positioning. **Tariff-induced price increases** raise costs by 15-20%, eroding competitiveness, and exporters cannot pass more than 10% of these costs to consumers without market-share loss.

The Outcome

You become a price-taker, not a value-creator—running an export operation that barely covers its risk and complexity. Operating without competitive intelligence, exporters cannot identify market-entry threats, pricing trends, or product-innovation trajectories, leading to reactive positioning and margin erosion.

Knowledge Gap #5: Operational Readiness

Winning orders is only half the battle. Fulfilling them profitably is where many exporters stumble.

The Real Risk

You don't fully understand shipping routes, transit times, cold-chain requirements, documentation, or the true operational complexity of your target market—your logistics plan is based on assumptions rather than specifics. **E-documentation gaps extend processing times by 5-7 days** and increase error rates to 30% in complex multi-party shipments.

The Impact

Then problems hit: delays, broken cold chain, customs retention, cost overruns, and quality deterioration in transit. **Manual forecasting errors inflate inventory costs by 15-20%**, with SMEs holding 25% excess stock in volatile supply chains to buffer against uncertainty.

The Severity

The consequences: rejected shipments, margin-killing quality claims, emergency air freight, documentation penalties, and lasting reputation damage. **Incomplete landed cost modelling can lead to 15-25% higher actual costs due to unmodeled logistics disruptions, particularly on volatile trade routes.**

The Outcome

Your first shipments—meant to build trust—prove unreliable instead. Buyers don't give you a second chance, and the market learns you can't be depended on. Platform fragmentation forces exporters to maintain multiple systems, resulting in 20-30% higher IT costs and 15% higher error rates due to cross-system workflow breaks.

Knowledge Gap #6: Risk Assessment

Export markets carry risks that don't exist in domestic trade. Ignoring them doesn't make them go away.

The Real Risk

You haven't properly assessed payment risk, currency exposure, political stability, or buyer creditworthiness. You extend credit, accept terms, and commit inventory without

understanding the risk. **Payment delays tie up \$20,000–\$100,000** in working capital per SME, extending Days Sales Outstanding by 15-40 days.

The Impact

You take payment terms that expose you to default, ignore currency hedging, ship to unverified buyers, and enter unstable markets. **Banking infrastructure in emerging markets handles only 60-70% of volumes** without interruption, with 18% of payments delayed by 5+ days. **Currency restrictions inflate working capital needs by 20-50%** as funds remain trapped during approval processes.

The Severity

One default can cost £20,000–£100,000+. A 10–15% currency swing can erase your margin. Political disruption can trap both goods and payments. **Unreliable payment channels inflate costs by 2-5% per transaction** through hidden fees and hedging requirements, while FX restrictions can block 15-20% of payments.

The Outcome

One bad debt can wipe out years of profit. Currency losses turn good deals into losses. You become either paralysed by risk—or blind to it until disaster hits. A 2025 Latin American exporter forfeited \$120,000 due to a 14-day payment hold under currency controls. A European SME halted \$300,000 in Asian exports after a data breach triggered LGPD scrutiny, delaying cash by 45 days and causing 30% buyer churn.

Knowledge Gap #7: Scale Planning

Success in one market doesn't automatically translate to success in others.

The Real Risk

You lack a clear framework for evaluating expansion opportunities. You don't know whether success in Market A predicts success in Market B, or how to prioritise competing options. **Premature expansion drains resources** from markets that still need consolidation, while over-concentration leaves you exposed if one market declines.

The Impact

Expansion becomes reactive, driven by inbound enquiries instead of strategy. You spread yourself too thin across many markets or over-commit to one that underperforms. Without systematic prioritisation, exporters enter complex markets before securing easier wins or allocate resources inefficiently across simultaneous launches.

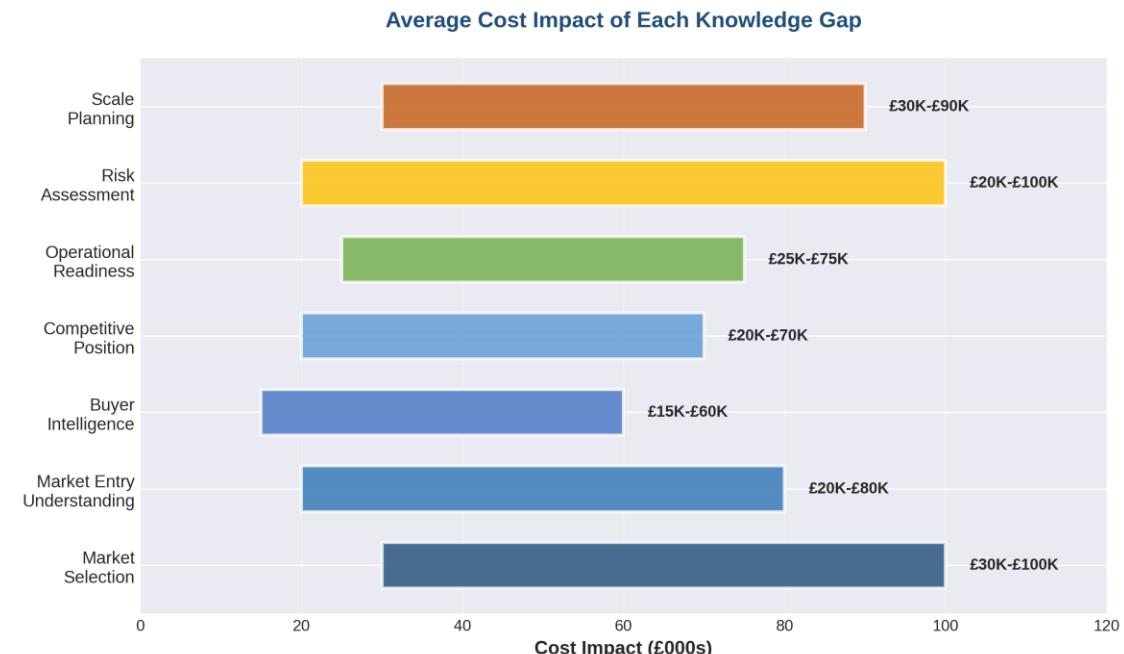
The Severity

Poor sequencing puts you into complex markets before easier wins. Over-concentration leaves you exposed if one market declines. **Growth without strategic frameworks**

results in **fragmented operations**, inconsistent market presence, and an inability to achieve economies of scale in any single geography.

The Outcome

The result: growth that drains capital instead of generating it. You end up with multiple weak positions instead of a few strong ones. Or you over-invest in one market that hits a ceiling while missing better opportunities elsewhere. Strategic planning gaps prevent a systematic assessment of market opportunities versus entry barriers.



Average Cost Impact of Each Knowledge Gap

Figure 1: Each knowledge gap carries significant financial consequences. The ranges shown reflect typical costs observed across thousands of SME export ventures.

SECTION 3: WHEN KNOWLEDGE GAPS STRIKE— REAL-WORLD CASES

Case 1: The Wrong Market Trap

In early 2024, a premium food manufacturer targeted Germany based on trade show interest and assumed buyer sophistication. Within 18 months, they burned **£60,000** in certifications, samples, and distributor relationships—only to discover retail buyers demanded pricing 40% below viable margins due to entrenched low-cost suppliers from Eastern Europe.

Knowledge Gaps Exploited: Market Selection, Competitive Position

What They Should Have Known: Real competitive pricing structures, buyer margin expectations, incumbent supplier relationships, and regulatory cost burdens—all available through proper market intelligence before commitment.

The TradeMatch Pro Solution: The Market Opportunity Report identifies realistic pricing corridors and competitive intensity. The Competitive Intelligence Report reveals the incumbent supplier's cost structures and positioning. The Market Entry Intelligence Report quantifies total regulatory and certification costs upfront.

Case 2: The Invisible Buyers

In 2023-2024, a textile exporter spent **£45,000**- and 14-months pursuing “leads” from a trade directory, attending regional shows, and cold-calling importers. Result: zero sustainable orders. Meanwhile, their actual target buyers—mid-sized retailers actively seeking UK suppliers—were invisible to them, working through different channels and trade associations.

Knowledge Gaps Exploited: Buyer Intelligence, Market Entry Understanding

What They Should Have Known: Real buyer identification methods, purchase volume patterns, decision-maker access routes, and buyer evaluation criteria—preventing wasted time on low-probability prospects.

The TradeMatch Pro Solution: The Buyer Intelligence Report identifies active importers by volume, growth trajectory, and supplier gaps. The Market Entry Intelligence Report maps actual buyer decision processes and preferred engagement channels specific to the target market.

Case 3: The Payment That Never Came

In late 2023, an industrial equipment supplier shipped **£85,000** worth of goods to a “verified” Middle Eastern distributor on 90-day terms. The buyer delayed payment, citing “customs issues” and then “banking problems.” After 8 months and **£12,000** in legal fees, the supplier recovered **£15,000**, writing off £70,000 and the relationship costs.

Knowledge Gaps Exploited: Risk Assessment, Buyer Intelligence

What They Should Have Known: Buyer credit verification methods, regional payment culture norms, appropriate payment terms for the risk profile, and insurance/mitigation options—all standard components of proper risk assessment.

The TradeMatch Pro Solution: The Market Risk Assessment Report includes buyer creditworthiness assessment frameworks, payment term recommendations based on market risk profile, and insurance/mitigation cost-benefit analyses. The Buyer Intelligence Report provides due diligence frameworks for verifying financial stability.

SECTION 4: SELF-ASSESSMENT CHECKLIST

Use this checklist to identify which knowledge gaps apply to your export planning. Each “No” represents potential exposure that could cost you tens of thousands of pounds and months of lost time.

Market Selection

- Can you quantify actual market size and growth rates with third-party data?
- Do you know the actual competitive intensity and incumbent supplier relationships?
- Have you verified realistic pricing corridors and margin expectations?
- Can you identify barriers to entry that might block or delay market access?
- Do you understand buyer concentration (how many buyers control what percentage of the market)?

Market Entry Understanding

- Do you know all mandatory product certifications and testing requirements?
- Have you mapped the complete import process, including documentation, duties, and processing times?
- Do you understand distribution channel structures and their margin expectations?
- Can you calculate total landed costs, including all fees, duties, and logistics?
- Do you know data privacy and cybersecurity compliance requirements (GDPR, PIPL, etc.)?
- Are you aware of export control requirements for dual-use goods and restricted destinations?

Buyer Intelligence

- Can you identify the top 10-20 active importers in your product category by volume?
- Do you know which buyers are currently seeking new suppliers vs. those with locked relationships?
- Can you access the buyer's financial stability and payment track records?
- Do you understand buyer decision processes, evaluation criteria, and approval timelines?
- Can you distinguish serious buyers from brokers, competitors, and scammers?

Competitive Position

- Do you know your top 5 competitors' pricing, strengths, and market relationships?

- Have you identified your genuine differentiation (not features that everyone offers)?
- Do you understand why buyers would switch from current suppliers to you?
- Can you quantify competitors' cost structures and operational advantages?
- Do you know which markets favour new entrants vs. those with locked-in incumbents?

Operational Readiness

- Have you verified actual shipping routes, transit times, and cold-chain requirements?
- Do you understand country-specific documentation and customs clearance processes?
- Can you forecast total logistics costs, including all surcharges and handling fees?
- Do you have contingency plans for common operational disruptions?
- Are your systems integrated to avoid manual data entry errors and delays?

Risk Assessment

- Have you assessed buyer creditworthiness and regional payment culture?
- Do you know appropriate payment terms and insurance options for your market risk profile?
- Have you evaluated currency exposure and hedging strategies?
- Can you identify political, economic, and regulatory risks that could disrupt operations?
- Do you understand cybersecurity threats and have data protection measures in place?

Scale Planning

- Do you have a framework for evaluating which markets to enter next?
- Can you identify similarities between successful markets to predict future success?
- Do you know when to consolidate existing markets vs. expand to new ones?
- Have you mapped resource requirements for multi-market operations?
- Can you identify optimal market entry sequencing based on complexity and opportunity?

Scoring Guide:

Count your “No” answers and assess your risk level:

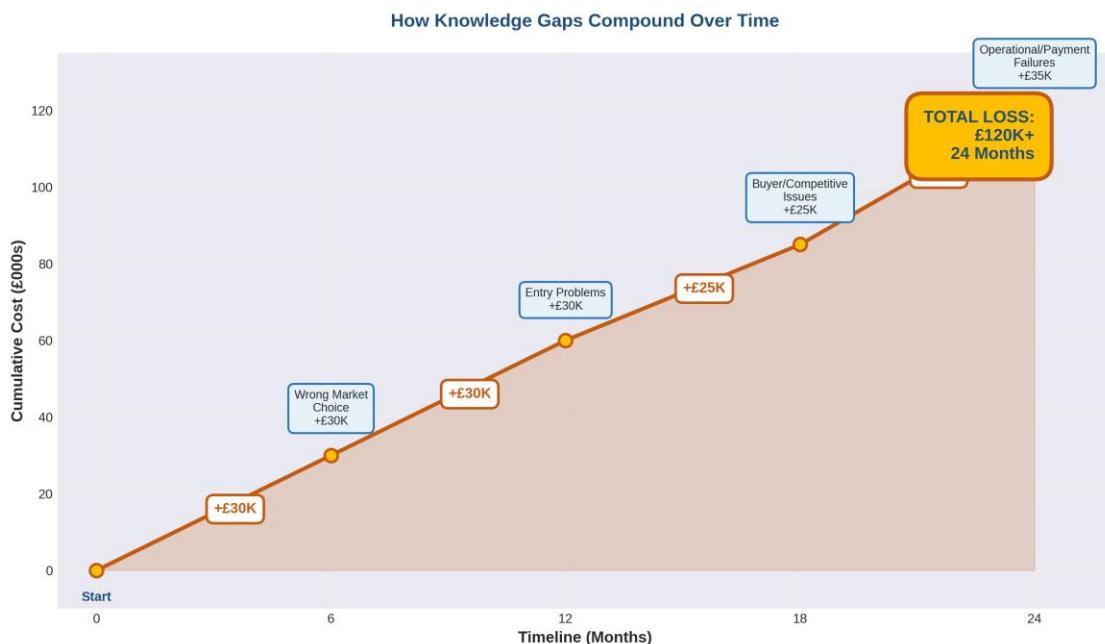
- **0-5 “No” answers:** Low Risk - You have strong export foundations

- **6-12 “No” answers:** Moderate Risk - Critical gaps need addressing soon
- **13+ “No” answers:** High Risk - You’re carrying £50,000+ exposure and need urgent intelligence

Each “No” represents a knowledge gap that competitors with better intelligence will exploit.

SECTION 5: THE COMPOUND EFFECT

The Real Cost of Knowledge Gaps



How Knowledge Gaps Compound Over Time

Figure 2: Knowledge gaps don’t operate in isolation—they compound over time, with each failure creating conditions for the next.

Individual knowledge gaps are expensive. But they rarely strike alone.

When you enter a market blind to regulations, unable to identify genuine buyers, unaware of competitive positioning requirements **AND** ignorant of payment risks, the failures compound:

- **Wrong market choice** → 12 months wasted
- **Plus wrong buyers** → 6 months chasing dead ends
- **Plus wrong positioning** → Commodity pricing destroying margins
- **Plus wrong operations** → Quality failures killing reputation
- **Plus payment default** → £70,000 written off

Total damage: 24+ months, £100,000+, and permanent market exclusion.

The math is brutal but simple: *Every knowledge gap you carry multiplies the cost and duration of failure.*

And here's the cruellest part: Your competitors with better intelligence are watching you fail—learning from your mistakes while taking the deals you should have won.

SECTION 6: CLOSING THE GAPS—THE TRADEMATCH PRO SOLUTION

Not Static Reports—Tailored Intelligence

The solution to knowledge gaps isn't working harder, it's having the proper insight at the exact moment you need it.

TradeMatch Pro delivers **consultative intelligence**, not raw data dumps. Every report is:

- **Customised** to your specific product and target market
- **Actionable** with strategic recommendations, not just information
- **Practical** with implementation roadmaps and decision frameworks
- **Current**, incorporating the latest trade data and market developments

This is the intelligence level traditionally available only through £5,000–£50,000 consultancy engagements—delivered in 2-3 days at SME-appropriate pricing.

Seven Reports to Close Seven Gaps

Knowledge Gap #1: Market Selection

→ **TradeMatch Pro Solution: “MARKET OPPORTUNITY REPORT”**

What You Get: - Real market size data and verified growth rates - Competitive intensity analysis and saturation assessment - Realistic pricing corridors based on actual trade flows - Entry barrier identification and mitigation strategies - Buyer concentration analysis (market power dynamics)

Knowledge Gap #2: Market Entry Understanding

→ **TradeMatch Pro Solution: “MARKET ENTRY INTELLIGENCE REPORT”**

What You Get: - Complete regulatory roadmap with mandatory certifications - Step-by-step import process documentation - Distribution channel structures and margin expectations - Accurate landed cost modeling (all fees included) - GDPR/PIPL/export control compliance frameworks

Knowledge Gap #3: Buyer Intelligence

→ TradeMatch Pro Solution: “BUYER INTELLIGENCE REPORT”

What You Get: - Top active importers ranked by volume and growth - Buyer evaluation criteria and decision processes - Financial stability assessment frameworks - Decision-maker access routes and engagement strategies - Scam detection guidance and verification methods

Knowledge Gap #4: Competitive Position

→ TradeMatch Pro Solution: “COMPETITIVE INTELLIGENCE REPORT”

What You Get: - Top 5-10 competitor analysis (pricing, strengths, relationships) - Genuine differentiation opportunities (not generic features) - Buyer switching dynamics and competitor vulnerabilities - Cost structure comparisons and operational advantages - Market positioning strategies for new entrants

Knowledge Gap #5: Operational Readiness

→ TradeMatch Pro Solution: “MARKET OPERATIONS REPORT”

What You Get: - Verified shipping routes, transit times, and logistics requirements - Country-specific documentation and customs processes - Complete cost forecasting including hidden fees - Operational risk mitigation and contingency planning - Systems integration guidance to avoid manual errors

Knowledge Gap #6: Risk Assessment

→ TradeMatch Pro Solution: “MARKET RISK ASSESSMENT REPORT”

What You Get: - Payment risk evaluation and buyer creditworthiness assessment - Appropriate payment terms by market risk profile - Currency exposure analysis and hedging recommendations - Political, economic, and regulatory risk mapping - Insurance options and due diligence frameworks

Knowledge Gap #7: Scale Planning

→ TradeMatch Pro Solution: “MARKET EXPANSION STRATEGY REPORT”

What You Get: - Multi-market prioritisation frameworks and scoring models - Resource allocation models for efficient expansion - Optimal market entry sequencing (complexity vs. opportunity) - Success pattern analysis across your existing markets - Strategic roadmap for sustainable geographic growth

Three Editions to Match Your Needs

Basic Edition (£95): Essential intelligence for initial market assessment—market sizing, regulatory overview, top buyer identification, competitive landscape summary.

Standard Edition (£245): Comprehensive analysis for market entry decisions—detailed buyer lists, competitive positioning strategies, risk assessment, operational roadmaps.

Comprehensive Edition (£395): Complete strategic intelligence, including buyer contact details, competitor financial analysis, detailed risk mitigation plans, and multi-scenario modelling.

Priced for SME Budgets—Not Enterprise Subscriptions

Compare our pricing to alternatives:

- **Enterprise Platforms:** £3,000–£9,600 annually for raw trade data requiring your own analysis
- **Traditional Consultancy:** £5,000–£50,000 per project with weeks of delivery time
- **Bad Decisions:** £30,000–£100,000+ in wasted market entry costs

TradeMatch Pro: £95–£395 per decision with 2-3 day delivery of consultancy-quality analysis.

One report pays for itself 100 times by preventing a single bad market decision.

What Exporters Say:

"The Market Entry Intelligence Report saved us £40,000 in certification costs we didn't know we'd need. The £245 investment paid for itself 160 times over."
— J.M. Biscuits, Food Manufacturing Export Manager

See For Yourself—Sample Reports

We practice what we preach about transparency. View actual sample reports showing exactly what you get:

👉 [View Basic Edition Sample](#) — See the essential intelligence framework

👉 [View Standard Edition Sample](#) — Full analysis and strategic recommendations

👉 [View Comprehensive Edition Sample](#) — Complete intelligence package

SECTION 7: YOUR NEXT STEPS

We're Almost Ready to Launch—Here's What You Can Do Right Now

We know you'd love to commission a TradeMatch Pro intelligence report today. We're not quite ready to take orders yet—but we will be very shortly.

While you're waiting for our official launch, we're offering you two valuable resources that can help you right now:

Option 1: Ask Us a Free Export Question

Do you have a specific question about your export plans? We'll answer it personally—no charge, no obligation.

This isn't a sales pitch. It's a genuine offer to help you identify where you're most exposed or what intelligence you need most urgently.

How It Works

Click the link below to access our question form. Tell us: - Your product or service - Your target market (or markets you're considering) - Your specific question.

We'll respond within 48 hours with practical guidance based on 40 years of trade experience and intelligence.

[→ Ask Your Export Question Here](#) *(Form opens in new window)*

Your information stays private. We use it only to answer your question and won't share it with third parties.

Recent Question We Answered

Q: "I got a large order inquiry from a UAE buyer offering 50% upfront payment. It seems too good to be true—is this a scam?"

Our Answer: Multiple red flags. We verified that the company didn't exist in the UAE business registers, that the email domain was 30 days old, and that the address matched a known mail-forwarding service. Classic advance fee fraud. We provided a buyer verification checklist that saved this exporter an estimated £45,000 in losses.

See how we help? Ask your question today.

[→ Submit Your Question Now](#)

Option 2: Subscribe to Our Export Intelligence Newsletter

Get practical export intelligence delivered to your inbox every week—the insights your competitors won't share.

This isn't another "corporate news" newsletter. We're building a **weekly export intelligence briefing** that provides actionable insights to help you stay ahead of market changes, regulatory updates, and emerging opportunities.

What You'll Receive Each Week

Real intelligence you can use immediately:

Compliance & Regulatory Alerts - Example: "*2025 Export Control Changes: The 5-Minute Red-Flag Checklist for High-Risk Markets*" - Example: "*GDPR Fines Hit £2.3M in Q4—Are Your B2B Buyer Lists Compliant?*"

Finance & Risk Management Strategies

- Example: "*Working Capital Hacks for 90+ Day Export Payment Cycles*" - Example: "*How One SME Avoided £70,000 in Brazilian Market Losses*"

Market Opportunity Spotlights - Example: "*Top 3 Growth Markets Beyond US/EU for Food Exporters in 2025*" - Example: "*Vietnam Regulatory Changes Open £40M Opportunity for UK Industrial Equipment*"

Practical How-To Guides - Example: "*Case Study Teardown: How a Textile Exporter Identified Real Buyers in 48 Hours*" - Example: "*The Buyer Red-Flag Checklist That Stops Scams Before They Cost You*"

Why Subscribe?

- **Stay ahead of regulatory changes** before they disrupt your shipments
- **Spot market opportunities** your competitors haven't discovered yet
- **Avoid expensive mistakes** by learning from real exporter experiences
- **Keep TradeMatch Pro top of mind** for when you're ready to commission intelligence reports

This is the intelligence that keeps you competitive as we develop our full report suite.

→ [Subscribe to Weekly Export Intelligence](#) (Form opens in new window)

We respect your inbox. One email per week, unsubscribe anytime, zero spam. Your email stays private and is never shared with third parties.

Why We're Doing This

Export intelligence shouldn't be locked behind expensive subscriptions or consultancy retainers. While we're finalising our report platform, we want to prove our value by helping you solve real problems today.

The exporters who succeed aren't the ones working harder—they're the ones who know more at the moment decisions are made.

Whether you ask us a question or subscribe to our intelligence briefing, you're taking the first step toward making export decisions based on insight, not guesswork.

Ready To Close Your Knowledge Gaps?

If you want us to identify your exact knowledge gaps and the fastest path to export success for your product, reply with your product name and current target market. We'll tell you what you need to know.

We look forward to helping you succeed.

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