

## LLOYDS BANK LAUNCHES GLOBAL GATEWAY TO INTERNATIONAL TRADE

**Embargoed until 00.01 December 1 2016**

UK businesses can get practical support and guidance to help them access new markets overseas thanks to a new initiative from Lloyds Bank.

Lloyds Bank has launched a new International Trade Portal, which will help transform global trade for customers, allowing them to identify the international opportunities that have the most potential for their product or service. It will also allow businesses to focus their efforts and identify prospects to grow overseas and the potential pitfalls they may face.

The interactive online tool will allow businesses to:

- search for suppliers and buyers to work with as trading partners
- view information on trading requirements and conditions for specific markets
- look for real-time public or private tender opportunities around the globe
- access market reports, trade shows and events for their chosen sectors and countries
- view sanction checks on potential trade partners
- use an import and export calculator to optimise shipping costs
- view live foreign exchange rates

Andrew Bester, Group Director and CEO of Commercial Banking, said: “More of our businesses are trading internationally than ever before, or looking to do so for the first time, and they are telling us they want practical support and guidance from their bank to help them explore new markets and opportunities overseas.

“This is where our International Trade Portal can make a real difference. Our global gateway to international trade provides a unique and comprehensive guide for our business customers of all sizes, helping them to seize international opportunities and grow their business.”

Jo Harris, Managing Director, Retail Business Banking, said: “Our smallest business customers stand to gain the most from the opportunity to trade internationally.

“Small business owners often struggle to find time to invest into generating new business, which is why tools such as this are so important. The new portal will put a world of new opportunities at their fingertips.

“We hope this tool alongside our work with the Department for International Trade, will help more British businesses to prosper globally.”

The portal will act as a powerful insight tool to help deliver the Group’s commitment to support 5,000 businesses to export for the first time in 2016. The Bank is also working with the Department for International Trade on a range of initiatives to encourage British businesses to export or import.

Bester added: “There are many opportunities for British exporters to prosper globally. Our teams of locally-based relationship managers combined with our new International Trade Portal can provide the kind of insight, support and introductions that can be invaluable to firms setting out on their export journey.

“We were the first British bank to form a strategic partnership with the Department for International Trade to provide advice and intelligence to our customers, and, through our Helping Britain Prosper Plan, have committed to help 25,000 new exporters by 2020.”

For more information about the Lloyds Bank International Trade Portal visit [www.lloydsbanktrade.com](http://www.lloydsbanktrade.com).

The Portal will also be linked to the Department of International Trade’s new GREAT.gov.uk digital platform which helps UK businesses break onto overseas markets, and take advantage of the global appetite for UK goods and services.

By registering, businesses will become part of a brand new searchable directory of UK exporters which government will use to match their products and services with worldwide demand.

### ENDS

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### Notes to Editors

- **Lloyds Bank** Lloyds Bank provides comprehensive expert financial services to businesses of all sizes, from start-ups and small businesses to mid-sized businesses and multinational corporations.
- Maintaining a network of relationship teams across the UK, as well as internationally, Lloyds Bank delivers the mix of local understanding and global expertise necessary to provide long-term support to its customers.
- Lloyds Bank offers a broad range of finance beyond term lending and this spans import and export trade finance, structured and asset finance, securitisation facilities and capital market funding. Its product specialists provide bespoke financial services and solutions, including tailored cash management, international trade, treasury and risk management services.

### Support for SMEs

- For our 2016 SME Charter we have pledged to support 5,000 first time exporters; grow lending to small businesses; help 100,000 start-up businesses; and support small firms for their next phase of growth.
- Lloyds Banking Group is committed to helping businesses of all types and sizes, giving them the funding and support they need to grow at home and abroad. We have set out our pledges in our Helping Britain Prosper Plan.

- In 2015 the Bank helped more than 100,000 start ups get off the ground as part of its commitment to supporting British enterprise.
- Since the start of 2011, we have grown our net lending to SMEs by 25% whilst the market has contracted by 13%.

To see the latest supporting businesses factsheet please visit:

<http://www.lloydsbankinggroup.com/media/media-kit/sme-fact-sheet/>