

Diplomatic Advisory Hub Chamber Toolkit Content

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1 - Website / main copy

Diplomatic insight to support UK business growth overseas

The **Diplomatic Advisory Hub** is a joint initiative between the Foreign, Commonwealth and Development Office (FCDO) and the British Chambers of Commerce (BCC), designed to help British SMEs navigate international markets with greater confidence.

Led by a former UK Ambassador, the Hub brings together diplomatic expertise and business insight to provide practical support to SMEs trading internationally or exploring new export opportunities.

The Hub acts as both a gateway and a feedback channel. It gives businesses access to geopolitical insights and international expertise, while also ensuring that real-world experiences from UK companies feed back into government departments and diplomats shaping policy overseas.

Working alongside the BCC's wider trade support and UK Government export services, the Diplomatic Advisory Hub helps businesses better understand global developments and respond to them effectively.

What the Hub Offers

The Diplomatic Advisory Hub connects British SMEs with expert insight from the UK's diplomatic network, providing clear and practical guidance on political, regulatory and geographic risks and opportunities in international markets.

Through direct advice and connections to relevant experts and services, the Hub helps businesses:

- Understand global developments that may affect their operations
- Identify export opportunities and manage geopolitical risks
- Access government support and expertise
- Build resilience in the face of global disruption

The Hub delivers this support through:

1. In-person outreach – engaging directly with businesses at Chamber events
2. Webinars – updates on key markets, sectors, regions, geopolitical developments or crises/significant global disruption.

3. 1-2-1 support function – businesses and Chambers can get in touch with the Hub via their website.
4. Referral services – connecting businesses with the most relevant government support where needed.
5. Insight-gathering – collecting business intelligence to inform policy development across government.

This list of services is constantly under review based on user feedback, so let the team know what you think.

To explore how the Diplomatic Advisory Hub can support your business, complete the enquiry form on the website [[Diplomatic Advisory Hub - British Chambers of Commerce](#)].

2 - Email Template for Chambers to Send to Members

Dear Member

If your business is trading internationally or exploring new export markets, a new initiative from the British Chambers of Commerce and the Foreign, Commonwealth and Development Office could help you navigate global opportunities with greater confidence.

The Diplomatic Advisory Hub has been launched to provide UK SMEs with access to diplomatic insight, geopolitical intelligence and practical guidance on overseas markets.

Led by a former UK Ambassador, the Hub connects businesses directly with experts who can help them understand international developments, manage geopolitical risks and identify opportunities for growth.

The Hub delivers this support free of charge through:

1. In-person outreach – engaging directly with businesses at Chamber events
2. Webinars – updates on key markets, sectors, regions, geopolitical developments or crises/significant global disruption.
3. 1-2-1 support function – businesses and Chambers can get in touch with the Hub via their website.
4. Referral services – connecting businesses with the most relevant government support where needed.
5. Insight-gathering – collecting business intelligence to inform policy development across government

This list of services is constantly under review based on user feedback, so let the team know what you think.

You can learn more about the initiative and submit a question or feedback to the team here:

<https://www.britishchambers.org.uk/diplomatic-advisory-hub/>

If your business operates internationally or is considering exporting, this is a valuable new source of insight and support.

Best regards
[Chamber Name]

3 - Newsletter Content (200 words)

New Diplomatic Advisory Hub to Support SMEs Trading Overseas

The British Chambers of Commerce has launched the Diplomatic Advisory Hub in partnership with the Foreign, Commonwealth and Development Office, providing UK SMEs with direct access to diplomatic expertise to help them succeed in international markets.

Led by a former UK Ambassador, the Hub offers businesses practical insight into geopolitical developments, market conditions and international risks that may affect their operations abroad.

Through the Hub, SMEs can access personalised information, expert briefings and connections with government specialists to help them better understand overseas markets and identify opportunities for growth.

Using the Chamber of Commerce Network, the Hub will also host events, webinars and networking sessions that connect businesses directly with diplomats and trade experts. In times of global disruption or market instability, the Hub can also provide rapid guidance and intelligence to help companies respond quickly and maintain resilience.

Importantly, the initiative also strengthens the link between businesses and government. By capturing insights from SMEs operating internationally, the Hub ensures real-world business experience helps inform policy across the FCDO, the Department for Business and Trade and wider government.

The Diplomatic Advisory Hub sits alongside the BCC's wider trade support services, helping UK businesses export with greater confidence.

Learn more and submit an enquiry on the BCC website.

4 - Short Newsletter Content (50 words)

The British Chambers of Commerce and the Foreign, Commonwealth and Development Office have launched the Diplomatic Advisory Hub to help SMEs navigate international markets.


The Hub provides geopolitical insight, market intelligence and crisis guidance – giving businesses greater confidence to trade overseas.



Find out more on the BCC website.

5 – Linked In Posts

LinkedIn Post 1

 New support for UK businesses trading overseas


The British Chambers of Commerce and the Foreign, Commonwealth and Development Office have launched the Diplomatic Advisory Hub - helping SMEs access expert diplomatic insight as they expand into global markets.

Led by a former UK Ambassador, the Hub provides:

- ✓ Geopolitical and market intelligence
- ✓ Access to diplomats and trade experts
- ✓ Practical advice on global risks and opportunities
- ✓ Support during times of international disruption

It also ensures that the real-world experiences of British businesses help inform policy across government.

If your business is trading internationally or exploring new markets, the Diplomatic Advisory Hub can help you move forward with confidence.

 Learn more:

<https://www.britishchambers.org.uk/diplomatic-advisory-hub/>

#InternationalTrade #SMEs #Exporting #UKBusiness #ChamberNetwork



LinkedIn Post 2

 Helping UK SMEs navigate a complex global economy

International markets offer huge opportunities - but they also come with geopolitical and regulatory challenges.

That's why the British Chambers of Commerce and the Foreign, Commonwealth and Development Office have launched the Diplomatic Advisory Hub.



Through the Hub, SMEs can access:

-  Diplomatic insight on overseas markets
-  Intelligence on geopolitical risks and opportunities



**Foreign, Commonwealth
& Development Office**



-  Connections with diplomats and government experts
-  Rapid guidance during global disruption

The Hub also ensures that the voice of business feeds directly into government, helping shape policies that support UK exporters.

Discover how the Hub can support your international growth.

 <https://www.britishchambers.org.uk/diplomatic-advisory-hub/>

#ExportGrowth #GlobalTrade #SMEs #UKExports #BCC

