

# Using AI to Generate Structured Export Content

Sample Instructions for ChatGPT and Other AI Platforms.

## Executive Overview

Artificial intelligence tools can significantly accelerate the creation of structured export-ready content.

However, AI-generated content must be guided by clear instructions, trade-aligned terminology and structured classification discipline.

**AI is a drafting tool. It does not replace technical verification, regulatory review or commercial judgement.**

When used correctly, AI can help SMEs and institutions:

- Generate multilingual product descriptions.
- Structure company export profiles.
- Align terminology with international trade language.
- Create consistent metadata.
- Accelerate content configuration workflows.

## 1. Principles for Responsible AI Use

Before using AI tools:

- Define the target export market.
- Identify sector classification (e.g., NACE / ISIC equivalent).
- Confirm relevant HS product codes.
- Prepare accurate technical specifications.
- Identify required certifications.

AI outputs must always be:

- Reviewed for factual accuracy.
- Checked for regulatory compliance.
- Verified for terminology precision.
- Adapted to company-specific details.

## 2. Sample Prompt: Export-Focused Company Profile

**Objective:** Generate a structured export-ready company description.

**Sample Instruction:**

Draft a structured export-focused company profile for a manufacturer of industrial stainless steel valves.

Include:

- International markets served.
- Production capacity.
- Quality certifications (ISO 9001, EN 10204).
- Sector classification alignment.
- Clear product descriptors.
- Neutral, professional tone.

**Avoid marketing slogans. Use internationally recognisable trade terminology.**

### 3. Sample Prompt: Trade-Aligned Product Description

**Objective:** Create a product description aligned with international search intent.

**Sample Instruction:**

Generate a structured product description for a liquid nitrogen-based fertiliser for cereal crops.

Include:

- Generic product descriptor
- Typical applications
- Relevant HS classification reference
- Compliance and certification notes
- Technical specifications
- Use internationally recognised terminology.

**Avoid brand-heavy language. Structure with headings and short paragraphs.**

### 4. Sample Prompt: Multilingual Adaptation

**Objective:** Adapt content for international markets.

**Sample Instruction:**

- Translate and adapt the following product description for the German market.
- Ensure terminology aligns with common German industrial usage.
- Maintain technical accuracy.
- Preserve structured headings.
- Avoid literal translation where industry-specific terminology differs

### 5. Sample Prompt: Keyword Structuring

**Objective:** Generate export-aligned search phrases.

**Sample Instruction:**

Identify 15 internationally recognisable keyword phrases for:

“PVC window and door frames manufacturer.”

Include:

- Generic product phrases
- Specification-based phrases
- Application-based phrases
- Market-neutral terminology.

**Avoid brand terms.**

## 6. AI Governance Checklist

When using AI-generated content:

- Technical details verified
- Certifications confirmed
- Product specifications accurate
- Sector classifications correct
- HS codes validated
- Language adapted for target market
- No confidential data entered into public AI tools

**AI accelerates drafting. Human oversight ensures reliability.**

## 7. Where AI Adds the Most Value

AI is particularly effective for:

- First-draft product descriptions.
- Structured metadata generation.
- Multilingual adaptation.
- Content consistency across multiple product pages.
- Drafting structured export profiles.

It is less appropriate for:

- Regulatory interpretation.
- Contract drafting.
- Compliance statements without verification.

## 8. Strategic Role of AI in Export Visibility

When integrated into structured configuration workflows, AI can:

- Reduce content production time.
- Improve terminology consistency.
- Support multilingual scaling.
- Increase configuration efficiency.

**Used systematically, AI supports digital trade infrastructure.**

## Related Resources

- Configuration Manual.
- Trade-Aligned Product Terminology.
- Export SEO Foundations.
- Multilingual Export Content Checklist.

 [See the ExpoWorld Library.](#)

For institutions exploring structured multilingual deployment at scale, see: [Protegra](#)