

## **INTERNATIONAL TRADE PROMOTION CENTRE SERVICES FOR UK COMPANIES**

The [International Trade Promotion Centre](#) based at the NEC Birmingham, provides free expert advice and guidance to UK-based companies wishing to grow their business overseas and to international companies wishing to set up or expand their business in the UK.

Through the Centre, UK exhibitors and visitors to shows at the NEC can access an extensive range of services offered by our partners. As the key international show venue for the UK, the NEC attracts a significant number of international visitors all seeking products, services, potential business partners or investment opportunities in the UK.

The Centre has dedicated staff working to attract international buyers to trade shows through the UK Trade & Investment Inward Mission programme. These international buyers are looking for the opportunity to meet with UK companies. This is facilitated through various activities organised by the Centre, such as networking and "Meet the Buyer" events." The report below on last October's Interbuild exhibition is representative of our activities.

### **MAPPING YOUR ROUTE TO INTERNATIONAL MARKETS**

Are you looking for?

- Free expert guidance and advice on trading overseas?
- A network that can put you in contact with a whole range of international business partners?
- General business information and support?

If the answer to any of these questions is yes, then the next time you are at the NEC, why not pay us a visit? It could make the world of difference.

We offer

- Opportunity to meet with potential business partners overseas (i.e. international buyers)
- Access to the UK government's vast network of trade and investment specialists
- Full on-site support services both during and outside of NEC trade show activities

Contact us:

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NEC · Birmingham · UK

## **Superb foundations to International Trade at Interbuild**

“Thanks to high attendance levels and a large number of interactive displays and on-stand activity there was an immense buzz across all of the halls and the feedback from exhibitors and visitors alike has been extremely positive,” says Interbuild’s newly appointed Event Director, James Gower.

International visitors from all areas of the construction sector visited Interbuild 2007 and with travel stress, airport anxiety and jet lag to deal with many international buyers would feel exhausted before they even commenced with stand visits and business meetings!

But thanks to pre-organised hotel bookings, welcome briefings, an exhibition mini tour and an international visitors lounge to relax in 16 mission delegates were able to feel rejuvenated and prepared. The International Trade Promotion Centre together with UKTI organised the inward mission and international buyers lounge at Interbuild, which provided over 200 overseas visitors with an easy path to sourcing UK products within the construction sector.

The exhibition covered halls 3, 3a, 4 and 5 (the biggest halls at the NEC) and contained products, services, and contacts all related to the construction industry.

Mahmood Farooq (Trade & Investment Officer, British Embassy, Riyadh) said ‘The briefing meeting and presentations by the representatives of Construction Products Association (CPA) [Michael Ankers], the Building Centre [John Gibson] and ITPC [Sara Hay] were very useful and informative. The delegates were very pleased and found it very useful during the entire period of the show. The exhibitors stands tour, offsite solutions sector tour and business networking reception at the International Visitors Lounge all proved very useful and fruitful, as it played an initial introductory role and which helped delegates and UK companies to interact and to develop their relationships during the show period.

One buyer, Simon Beever of Pax-Kent International based in Dubai, said the lounge provided essential internet access, superb hospitality and a much needed sit down!

Established since 1895, Interbuild is the UK’s most comprehensive event on the construction calendar. The range of visitors is wide and varied from all levels of the market - from multi-disciplined specifiers through to specialist contractors, general builders, installers and end users. A total of 44,436\* people visited Interbuild in 2006. 5,463 visitors were working on live projects with a total value of £16.19bn