



midlands  
world  
trade  
forum

## MIDLANDS WORLD TRADE FORUM

### Regional Events Diary 2009

### Issue 12 - April

The aim of the **Midlands World Trade Forum (MWTF)** is to positively help companies develop their international trade and export performance.

MWTF seeks to give assistance by providing a forum through which companies involved in, or aspiring to, international trade and export can:

- Come together to learn from each other's international trade experiences
- Access relevant export support services
- Make their views known on issues affecting international trade
- Obtain import and export advice

The **Midlands World Trade Forum** is supported both by the **European Regional Development Fund** and by **UK Trade & Investment** – the Government organisation that supports UK companies develop export and international trade. MWTF attracts members from all sectors including manufacturing, distribution, services, sport and the creative industries

For further information about the forum or to become a member please visit our website [www.mwtf.org.uk](http://www.mwtf.org.uk)



## Seminars & Visits

<b>"SEMINARS AT A GLANCE"</b>		
<b>Topic</b>	<b>Location/Market</b>	<b>Read more on page...</b>
<b>Dubai Business Briefing</b>	28 <sup>th</sup> April 2009 West Bromwich Albion Football Club	<b>4</b>
<b><i>Dubai enjoys a strategic location in the Middle East and offers many business opportunities, arguably more so in the current economic climate</i></b>		
<b>Maximising International Potential</b>	6 <sup>th</sup> May 2009 National Motorcycle Museum, Solihull	<b>4-5</b>
<b><i>Given today's exchange rates, International Markets look very attractive</i></b>		
<b>Russia Midlands Business Club Networking Evening</b>	7 <sup>th</sup> May 2009 Cobbetts Solicitors Offices, Birmingham B4 6AJ	<b>5</b>
<b><i>The Russia Midlands Business Club provides excellent networking opportunities for Midlands' business interested in establishing or expanding business links with Russia</i></b>		
<b>Import Procedures</b>	13 <sup>th</sup> May 2009 Birmingham Chamber of Commerce	<b>5-6</b>
<b><i>This course is designed for all those who work for importing companies, whether as new employees or those who need further knowledge of import requirements</i></b>		
<b>Think Central Europe!</b>	6 <sup>th</sup> June 2009 Ramada Hotel & Resort, Sutton Coldfield	<b>6-7</b>
<b><i>A free seminar exploring the opportunities in 5 key markets in the Central European region</i></b>		
<b>Export Documentation Training</b>	17 <sup>th</sup> June 2009 Birmingham Chamber of Commerce	<b>7-8</b>
<b><i>This seminar takes a practical approach to why and when documents are needed with instructions on how to complete them correctly</i></b>		
<b>Documentary Letters of Credit</b>	2 <sup>nd</sup> July 2009 Birmingham Chamber of Commerce	<b>8</b>
<b><i>Staff working in export administration, sales and finance need to have a practical working knowledge of the procedures required to ensure payment for goods</i></b>		

<b>"OVERSEAS VISITS AT A GLANCE"</b>		
<b>Topic</b>	<b>Dates</b>	<b>Read more on page...</b>
<b>Building Technologies Visit to Qatar</b>	25 <sup>th</sup> –29 <sup>th</sup> April 2009	<b>9</b>
<i>Project Qatar is holding its 6<sup>th</sup> annual event which has risen rapidly in both size and stature and now attracts buying from throughout the Middle East and beyond</i>		
<b>Ceramics China 2009</b>	1 <sup>st</sup> –4 <sup>th</sup> June 2009	<b>9-10</b>
<i>Ceramics China has grown into one of the main ceramic exhibitions in the world</i>		
<b>Interior &amp; Lifestyle Exhibition, Tokyo</b>	2 <sup>nd</sup> – 5 <sup>th</sup> June 2009	<b>10</b>
<i>Businesses are invited to participate in a showcase exhibition stand at Interior Lifestyle 2009 Exhibition at 'Tokyo Big Sight', Japan</i>		
<b>Ceramitec Munich 2009</b>	20 <sup>th</sup> –23 <sup>rd</sup> October 2009	<b>10-11</b>
<i>Ceramitec attracted 22,000 international visitors in 2006 from 106 countries</i>		

# Seminars

## Dubai Business Briefing

**In association with the Government of Dubai Department of Tourism and Commerce Marketing (DTCM) Black Country Chamber and UKTI will be hosting an overview of business opportunities in Dubai. There will also be an opportunity to arrange one to one discussions with sector specialists afterwards.**

Dubai enjoys a strategic location in the Middle East and offers many business opportunities, arguably more so in the current economic climate. Demand for products and services linked to Professional Business Services, Education, Healthcare, Security, Building Facilities Management and Security Systems and Tourism & Leisure all remain in great demand throughout the region.

Given Dubai's enviable record as an entrepot trade hub, re-exporting more than 70% of imports around the region, there is probably no better location for UK companies to explore with the potential to overcome the challenges of the current Global economy.

This event will present a market overview supported by case studies from two companies who have succeeded in winning business and have subsequently set up operations in the Emirate to win even more. The UAE is the UK's largest trading partner in the Middle East with exports worth £3.6 billion in 2006, of which 80% was destined for Dubai. This presentation is aimed primarily at small to medium sized companies who have little or no activity in Dubai, as well as those looking to expand their businesses in the Emirates.

**Date:** 28<sup>th</sup> April 2009

**Time:** 9.30am – 14.30pm

**Location:** West Bromwich Albion Football Club

### Contact Details

**Sundeep Kalam**

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## Maximising International Potential – Interiors & Lifestyle

**Given today's exchange rates, International Markets look very attractive**

If you have not considered them yet or only have a little experience, now is a good time to explore their opportunities. Positioning your company to exploit them in response to the downturn, and as part of your business growth plans going forward.

UK Trade & Investment, in partnership with Advantage West Midlands, are inviting businesses operating in the Interiors and Lifestyle markets to learn more at this important seminar and networking event.

The event will include a number of illustrative presentations by Commercial Officers, attached to UK Embassies and Consulates, who will provide information about the markets and trade opportunities, within their respective countries, and also details of the services and assistance that they can provide to British companies.

In addition there will be presentations from Export Services Managers based within Interiors and Lifestyle Trade Associations for example: the British Jewellery and Giftware Federation. The event is also being used to promote "New Pathways", an Advantage West Midlands funded project coming on stream soon, designed to assist Interiors and Lifestyle companies to win new business in high value markets.

**Date:** 6<sup>th</sup> May 2009

**Time:** 10:00 – 15:00

**Location:** National Motorcycle Museum, Solihull B92 0EJ

#### **Contact Details**

**Sally Vemuri**

North Staffordshire Chamber of Commerce

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## **Russia Midlands Business Club Networking Evening**

**We are pleased to announce the details of the next Russia Midlands Business Club Networking Evening – the first event to be held in the West Midlands!**

The Russia Midlands Business Club is the only initiative of its kind running outside London and provides excellent networking opportunities for Midlands' businesses interested in establishing or expanding business links with Russia.

Following on from three highly successful Russia Midlands Business Club events, this is an excellent opportunity for you to find out more about doing business with Russia.

#### **Delegates attending this free networking evening will:**

- **Find** out from our guest speaker what is really happening in Russia
- **Network** with like minded businesses both interested in and already doing business with Russia
- **Access** the support available from UK Trade & Investment that could help your business go further in Russia

#### **Programme**

**5:30** Registration and Refreshments

**6:00** Welcome and Introduction – Anna Sinelnikova, The Wilson Organisation, and Tim Jelley, UK Trade & Investment

**6:30** Guest Speaker – Jon Edwards, Senior Manager CEE, International Business Development, London Stock Exchange

**6:50** Networking

**Date:** 7<sup>th</sup> May 2009

**Time:** 17:30 – 20:00

**Location:** Cobbetts Solicitors Offices, One Colmore Square, Birmingham B4 6AJ

**To reserve your place**, please email your name, company and phone number to [russia@wilorg.com](mailto:russia@wilorg.com)

## **Import Procedures**

The aim of this course is to ensure that all those attending understand the necessary requirements for successful importing into the UK and EU - and how they can apply those requirements in their place of work.

This programme is designed to give an in-depth study of the administrative, legal, logistical and financial which are vital for ensuring that goods are delivered cost effectively and with the minimum of delay.

The course is designed for all those who work for importing companies - whether as new employees - or for those who need further in-depth knowledge of current import requirements.

#### **PROGRAMME CONTENTS**

- Factors to be considered to ensure successful importing
- Sources of advice and information
- HM Revenue & Customs entry requirements
- The Customs 'Tariff'
- Types of import entry
- Import documentation
- Preferences and quotas
- The role of freight for forwarders
- Methods of payment
- Successful delivery of goods and INCOTERMS

**Date:** 13<sup>th</sup> May 2009

**Time:** 9:15am – 4:30pm

**Location:** Birmingham Chamber of Commerce

#### **Contact Details**

**Peter Moore**

**Tel:** 0121 450 4219

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## **Think Central Europe!**

**A free seminar exploring the opportunities in 5 key markets in the Central European region.**

How far does your business with Europe extend? Have you considered markets such as Austria, Czech Republic, Hungary, Poland or Slovakia, which offer a host of opportunities in a range of sectors from Automotive to Environment and Water and ICT to Food and Drink.

Commercial Officers from the British Embassies in these countries will give a market overview and talk about the specific opportunities for British companies. The morning session will also include a Case Study speaker. Delegates will have the opportunity for pre-arranged one-to-one meetings with the Commercial Officers after lunch.

#### **Programme**

**10:30 – 11:00:** Tea/Coffee and Registration

**11:00 – 11:10:** Welcome and Introduction

**11:10 – 13:00:** Market Overviews and Sector Opportunities

Commercial Officers from British Embassies

Case Study speaker

**13:00 – 14:00:** Buffet Lunch and Networking

**14:00 – 16:00:** Pre-arranged one-to-one meetings with speakers

**Austria** has a generally positive attitude towards the UK, making it a market of opportunity for British exporters. Opportunity sectors include Automotive, Biotech & Life Sciences, Clothing & Footwear, Education, Environmental, Financial Services, Food & Drink.

UK exports of goods to the **Czech Republic** were worth £1.38bn in 2008. The Czech Republic has been very successful at attracting foreign direct investment, running at twice per capita of any other country in the region. Priority sectors include Automotive, Advanced Engineering, Science and Innovation, Education & Training, Food & Food Processing, Technical Textiles and Power.

**Hungary** is the UK's 3rd largest export market in Central & Eastern Europe with sales (goods & services) worth £854 mln in 2007. It joined the EU in 2004 and hopes to join the euro by 2012. Business opportunities are similar to the above and additionally ICT, Creative & Media and Fashion are also cited.

In 2008 the UK retained its position as **Poland's** fourth largest trading partner and Poland remained the UK's largest export market in Central and Eastern Europe. UK exports to Poland in 2008 exceeded £2.9 billion. Poland, along with the Ukraine, will be hosting the European Football Championships in 2012 and this huge project will involve the extensive construction of new infrastructure in areas such as sports stadia, airports, roads, railways and hotels.

The government in **Slovakia** has made considerable progress in macroeconomic stabilisation and structural reform and the economy continues to grow. A rise in real wages has contributed to a revival of domestic demand and consumption is increasing. Opportunities exist in Automotive, Education and Training, Environment and Water, Railways and Airports, ICT and Power

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## Export Documentation Training

Delegates will learn about the important documents used in international transactions. The seminar takes a practical approach to why and when documents are needed with instructions on how to complete them correctly.

#### PROGRAMME CONTENTS

- The export quotation
- Export invoices
- Export Cargo Shipping Instructions
- Certificates of Origin
- Movement Certificates EUR1 & ATR & invoice declarations
- Airway Bills
- Bills of Lading
- CMR Notes
- Export Licences
- Packing Lists
- Standard Shipping Notes
- Dangerous Goods Notes
- Insurance Certificates
- Certificates of Shipment
- C88/SAD Forms
- Inspection Certificates
- Bills of Exchange

**Date:** 17<sup>th</sup> June 2009

**Time:** 9:15am – 4:30pm

**Location:** Birmingham Chamber of Commerce

#### **Contact Details**

**Peter Moore**

**Tel:** 0121 450 4219

**Email:** p.moore@birminghamchamber.org.uk

## **Documentary Letters of Credit**

Staff working in export administration, sales and finance need to have an in-depth and **PRACTICAL** working **KNOWLEDGE** of the procedures required to ensure payment for goods under a letter of credit. This course is designed to make attendees aware of the pitfalls that hold up and prevent payment.

#### **CONTENTS**

- Overview of Letters of Credit
- A review of other payment methods
- Letters of Credit
- How they work
- Administration & Procedure
- Terminology Costs & Content
- L/C types and levels of security
- Reviewing export documents
- Avoiding and resolving discrepancies
- Understanding shipping terms
- Uniform customs and practice for documentary credits (UCP 500)

**Date:** 2<sup>ND</sup> July 2009

**Time:** 9:15am – 4:30pm

**Location:** Birmingham Chamber of Commerce

#### **Contact Details**

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## Overseas Market Visits

### **AWM Building Technologies Visit to Qatar**

**25<sup>th</sup> – 29<sup>th</sup> April 2009**

Project Qatar is holding its 6th Annual event, which has risen rapidly in both size and stature and now attracts buyers from throughout the Middle East - and beyond. There is a huge opportunity for companies to be involved in winning business in a country, which continues to show huge levels of yearly growth.

Qatar's construction sector is expanding rapidly, propelled by the country's powerful economy, a strong tourist industry, and a flourishing real estate sector. Large-scale international construction investment is flowing into the country. Everywhere, multi-billion-dollar development projects are underway, or in the pipeline. Among the most internationally-renowned are: the \$5.5 billion New Doha International Airport, the \$5 billion Lusail real estate project, a \$5 billion tourist project in al-Khor, the \$2.5 billion Energy City, the \$2.5 billion man-made Pearl island, a \$2 billion, 68km causeway linking Qatar and the neighbouring Bahrain, a \$1.2 billion leisure city in the capital Doha, and 180 high-rise buildings.

Many other ambitious projects are planned. The rapid expansion of Qatar's construction sector - along with: foreign-investor-friendly laws and regulations, generous financial incentives and tax breaks and foreign real estate ownership rights - is attracting powerful international investment from renowned global development companies. In the years to come, Qatar is set to be a magnet for leading international construction sector investors. The country's investment potential is huge. Demand for the whole spectrum of building materials and technology is skyrocketing with quality of products still a pre-requisite.

"Qatar is targeting a 400 percent rise in hotel capacity by 2012 with the addition of a whopping \$17 billion of investment in this area alone"

#### **Contact Details**

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### **Ceramics China**

**1<sup>st</sup> – 4<sup>th</sup> June 2009**

Ceramics China has grown into one of the main ceramic exhibitions in the world. It is no longer just a Chinese exhibition, but attracts visitors from many other countries: Thailand, Vietnam, Middle East, Russia, India, Pakistan, Taiwan, Australia and New Zealand. In addition visitors also come from Eastern Europe and even South America. Numbers of visitors have steadily increased over the last four years.

In 2008 there were some obvious difficulties. The Chinese policy of controlling the issue of visas in the run up to the Olympics created many problems and did affect visitor numbers. Added to this the earthquake meant that many visitors from the west of China were unable to travel. However these problems seem to be largely over now, and visas seem to be easy to get. The focus for 2009 will be related to the environment and manufacturing improvement. This makes Ceramics China a good shop window for companies who offer environmental products, energy saving products, consultancy. In addition to this the show will also concentrate on improved manufacturing methods and equipment. Chinese companies do still have money to buy capital equipment.

We have been working with the UK consulate in Guangzhou who are willing to offer significant support to UK exhibitors at the 2009 exhibition. The amount of support is largely based on input from UK companies. The more we can help the Consulate the more we will get back. Interested companies should provide details of their plans for China and the type of support they would hope to get.

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## **Interior Lifestyle 2009 Exhibition, Tokyo**

**2<sup>nd</sup> – 5<sup>th</sup> June 2009**

**Businesses invited to participate in a showcase exhibition stand at Interior Lifestyle 2009 Exhibition at 'Tokyo Big Sight', Japan.**

#### **Benefits of the Visit**

- Participation in a prestigious exhibition
- Opportunities to meet possible clients or representatives in market
- Excellent networking opportunity
- Promotional literature in language of market
- New contacts and shared market intelligence within the group
- Reduced costs through package offered
- Support of interpreter during the event
- Support of International Trade Advisers pre and post and during the event

#### **Contact Details**

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## **Ceramitec Munich 2009**

**20<sup>th</sup> – 23<sup>rd</sup> October 2009**

**Ceramitec is one of the ceramic industry's leading trade fairs.**

Ceramitec attracted 22,000 international visitors in 2006 from 106 countries. Apart from Germany, most trade visitors came from Italy, France, Turkey, Austria, Spain, the Czech Republic, Great Britain, Poland, Iran and Russia. There was great interest from Asia too: for the first time, Koreans attended the fair and the number of Japanese increased considerably.

A group of UK companies exhibited last time and there is still a strong consensus that it would be worthwhile participating again. Therefore, North Staffordshire Chamber of Commerce, UK Trade & Investment, the Governments Trade Promotion organisation and Advantage West Midlands the Regional Development Agency will be providing a package of support to enable UK companies to exhibit.

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