



Could you be an MWTF Ambassador?

The UK is still in recession and the West Midlands is being hit harder than most, which is why we need to show businesses are still keen to work for each other for the greater good.

We are planning to launch MWTF Ambassadors at our AGM in January. We won't be asking you to devote huge amounts of time to this, but just to be proud to wear an MWTF Ambassador badge at appropriate times and to 'talk-up' the benefits of working more closely with each other and using MWTF as a conduit for this.

The profile of an MWTF Ambassador is detailed below. If you are interested to learn more please contact Glenis Poletti on 0121 607 1759 to discuss further.

Ambassador Profile

The MWTF Ambassador role is intended to help promote greater connectivity both with members and generally with West Midlands' SME's.

The objective of this activity is to increase the number of West Midlands' SME's operating internationally by enhancing the internationalisation support network provided by MWTF.

The Ambassador would be asked to involve him/herself in some of the activities listed below, subject always to their availability and recognising that their business commitments always take priority.

- Representing MWTF whilst on market visits organised by UKTI or other organisations
- Representing MWTF during their own overseas visits, as appropriate
- Filling speaking slots at events organised by MWTF or others
- Attending welcome events for incoming delegations (related to sector or country expertise)
- Giving Case Study presentations relevant to their particular sector or country expertise
- Attending Member Only networking events
- Profiling on the MWTF web site