



midlands
world
trade
forum

MIDLANDS WORLD TRADE FORUM

Regional Events Diary 2009

Issue 18 – November

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



Seminars & Visits

"SEMINARS AT A GLANCE"		
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Gateway To Global Growth	19 th November 2009 24 th February 2010 25 th March 2010 A Series of Events in Regional Locations	4-5
<i>Aimed at giving strategic advice to companies involved in international trade and showing the help available to assist with growing their export activities</i>		
TechnologyWorld09	23 rd - 24 th November 2009	5
<i>TechnologyWorld09 brings together the best of UK innovation to carefully selected buyers and potential partners from across the globe to do business</i>		
Russia: Practical Solutions	26 th November 2009	5-6
<i>This event, the only one of its kind, is a non-profit venture presented by a group of companies, to give low-cost, pragmatic assistance to companies doing business with Russia</i>		
Doing Business in Asia	4 th December 2009	6
<i>An exciting opportunity for SME's active in the region or interested in expanding into Asia, to find out about the latest developments affecting business in Asia today</i>		

"OVERSEAS VISITS AT A GLANCE"		
Topic	Dates	Read more on page...
Hong Kong – Environmental & ICT	9 th – 12 th November 2009	7
<i>Market visit to Hong Kong and the Pearl River Delta, and will be of particular interest to companies in the Environmental and ICT sectors</i>		
Ausrail Plus 2009	17 th – 19 th November 2009	8
<i>Businesses are invited to participate in a group visit to Ausrail Plus 2009</i>		
Medica 2009, Dusseldorf – Brokerage Event	19 th – 20 th November	9
<i>Medica 2009 is the global No. 1 meeting place for the medical sector</i>		
Cologne, Germany – Railway Interiors Expo	24 th – 26 th November 2009	9-10
<i>The world's ONLY international exhibition exclusively for railway and mass transit interiors</i>		
Kuala Lumpur/Singapore	27 th November – 7 th December 2009	10-11
<i>Malaysia is one of the fastest growing economies in the region, GDP growth in 2007 was a healthy 6.3%</i>		
Vietnam	28 th November – 6 th December 2009	11-12
<i>Vietnam now has one of the fastest growing and most vibrant economies in Asia</i>		
Ireland – Market Visit	8 th – 9 th December 2009	12
<i>West Midlands companies are invited to join an explorer market visit to Ireland</i>		
Auto Expo, Delhi	5 th – 11 th January 2010	13
<i>Auto Expo is the key event for the Indian automotive industry and attracts over 900 participants and 100,000 business visitors</i>		
UN Headquarters – New York	31 st January – 2 nd February 2010	13-14
<i>A business visit including the UN Procurement Division, Peacekeeping Mission Support and Operations and the UN Development Programme</i>		

Seminars

Gateway to Global Growth

A UKTI 'Gateway to Global Growth' event being delivered by MWTF

This series of events is aimed at giving strategic advice to companies involved in international trade and showing the help available to assist with growing their export activities.

This event will provide the opportunity to:

- Hear from a specialist speaker with expert knowledge
- Learn the 'How To's' and the 'How Not To's' from a Case Study presentation
- Hear about the latest support available from UKTI including the recently launched 'Gateway to Global Growth' initiative
- Find out about the help available to exporters from a specially selected range of private and public sectors service providers - a mini-exhibition during breakfast will facilitate contact and discussions

In addition to providing valuable information on the main theme, the seminar will be an excellent opportunity for meeting other similar-minded businesses providing a platform for cross-learning and the sharing of experiences.

The mini-exhibition during breakfast 7:30am – 10:45am will provide a relaxed way for delegates to explore a range of services all relevant to companies keen to grow their international trade. The events are as follows:

Protecting Your Brand Overseas – 19th November 2010 **National Motorcycle Museum, Bickenhill, Solihull, B92 0EJ**

Protecting your brand and your intellectual property rights are much misunderstood areas of business but ones that are important if your product or service involves knowledge or values that arise from a patent or trademark or even a specific design.

Understand how you can protect them when exporting to other markets where the rules may be different.

Researching Export Markets – 24th February 2010 **Hilton, Birmingham Road, Bromsgrove, B61 0JB**

Knowing and understanding the export markets you are potentially interested in is vital to your success.

This seminar will cover how to go about market selection and will also give an overview of the information and support available from private and public sector agencies. The advantages of taking the right approach to market research will be the subject of our Case Study.

Export Communications – 25th March 2010 **National Metalforming Centre, Birmingham Road, West Bromwich, B70 6PY**

During this seminar an expert in international communications will discuss simple techniques that can be used by any UK company to win more international orders, communicate more effectively with export clients, and build sustainable international business.

A Case Study will demonstrate the benefits of ensuring good communications with your international markets.

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TechnologyWorld09

TechnologyWorld09 is the leading technology 'meet the buyer' event in the UK

TechnologyWorld09 brings together the best of UK innovation to carefully selected buyers and potential partners from across the globe to do business via a two day meeting focussed event.

Now in its fifth year, TechnologyWorld has a proven track record as a springboard for global growth. Last year's event generated 2,200 meetings with buyers and sellers from over 38 countries with a forecast business of c. £30 million. This year it's bigger and better than ever, with more targeted delegates, an expanded exhibition, more networking opportunities and a world-class conference programme.

Key technology areas covered at the event

- **Low Carbon Technology** focuses on technologies and applications for energy reduction and conservation covered by Green IT. It also covers innovative design of products that provide low power and energy efficient functions and applications described as Cleantech (cleantechnology) as it relates to ICT
- **Communications** covers the broad spectrum of the sector with a focus on mobile/wireless and broadcast technology
- **Electronics** includes photonics, optoelectronics and displays, embedded systems and telematics
- **Enterprise Software, Systems & Services** focuses on IT infrastructure, business intelligence, CRM and includes information and network security
- **Mobile Health** covers applications of mobile/wireless technology to a range of health and well being situations: primary care, hospital, social care, and consumer products

Date: 23rd – 24th November 2009

Time: 09:00 – 17:30

Location: Ricoh Arena, 71 Phoenix Way, Foleshill, Coventry, CV6 6GE

Contact Details

Register via the website: www.technologyworld09.com

Russia: Practical Solutions

This event, the only one of its kind, is a non-profit venture presented by a group of companies, to give low-cost, pragmatic assistance to companies doing business with Russia.

This one-day event is an opportunity for companies working with Russia, or interested in opportunities there, to hear the latest developments, make new contacts, swap experiences with others doing similar things, and develop business opportunities with other companies and service providers.

The morning portion will be hosted by the BBC's award-winning correspondent, Bridget Kendall.

The format of the conference will include morning presentations and question/answer session, followed by an extended buffet networking lunch, and then simultaneous round table sessions each hosted by a specialist service provider, on law, tax, freight, certification, travel, etc.

Date: 26th November 2009

Time: 09:00 – 17:00

Location: Wragge & Co LLP, Banking Hall, 55 Colmore Row, Birmingham, B3 2AS

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Doing Business In Asia

Asia's emerging economies are leading the way out of the downturn and this event brings together UK Trade & Investment Directors of Trade from across Asia and business people with a breadth of experience of doing business throughout the region.

Opportunities

In these rapidly changing economic times, this event is a great opportunity for small and medium sized UK businesses to:

- **Stay ahead of the competition** - latest briefings on the business climate from senior representatives from UK Embassies and High Commissions in 11 Asian markets
- **Learn from experience** - case studies and practical advice from UK companies succeeding in Asia today
- **Have your key questions answered** - interactive Q&A sessions on 11 Asian markets
- **Make contacts and network** - pre-book one-to-one meetings with UKTI's experts from Asia and network with speakers and delegates
- **Get practical advice on your next steps** - learn how UKTI services and support can help you take the next steps to succeed in Asia

Costs:

There will be a charge of £40+VAT for attending each event, with a reduced rate of £30+VAT for bookings made before the end of 9 October and for members of partner organisations: BCC, British Expertise, CBI, IoD, CBBC and UKIBC.

Date: 4th December 2009

Time: 08:30 – 15:00

Location: ICC Birmingham, Broad Street, Birmingham, B1 2EA

Contact Details

Event Team

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Overseas Market Visits

Hong Kong – Environmental & ICT

9th – 12th November 2009

Companies are invited to join a market visit to Hong Kong and the Pearl River Delta, led on behalf of the West Midlands by Coventry & Warwickshire Chamber of Commerce.

Places are limited and allocated on a first come basis.

Benefits of the Visit

- British Consulate – Briefing
- Online visit brochure featuring all participants circulated widely in Hong Kong
- Excellent networking opportunities through support of the British Consulate-General and Hong Kong Trade Development Council
- New contacts and shared intelligence within the market visit group
- Grant of £600 toward travel and accommodation
- Optional visit to the Pearl River Delta
- Support of an International Trade Adviser pre and post visit
- Access to market research and assistance with the location of agents and distributors (via the OMIS programme)
- Fully flexible with delegates free to arrange own programme subject to attending briefing in Hong Kong
- Services of an experienced market visit manager during the visit

Opportunities in Hong Kong

Hong Kong, although geographically small, has for many years been one of the world's most dynamic economies. It is by far the wealthiest city in China, with the advantage of enormous expertise on China trade, matched by extensive investment and business ties to the mainland. Hong Kong is the world's 12th largest trading economy, with total exports in goods and services, including re-exports from Mainland China, amounting to US\$344.6 bn (£175.7 bn) in 2007, an increase of 9.2% compared to 2006. It is one of the world's leading trading and financial centres. According to the UNCTAD's World Investment Report 2007, foreign direct investment inflows to Hong Kong in 2006 amounted to US \$42.9 bn (£21,9 bn – an increase of 28%) – second in Asia after Mainland China, and seventh in the world. Hong Kong also has one of the world's biggest container ports and the world's busiest air cargo centre.

Hong Kong is a dynamic and accessible market, with no barriers to market entry. A diverse network of British businesses able to provide support and services to new entrants has long been established.

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International Trade

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Ausrail Plus 2009

17th – 19th November 2009

Businesses are invited to participate in a group visit to Ausrail Plus 2009.

This event is being organised by UK Trade & Investment under the International Cluster Programme, which is funded by Advantage West Midlands - the regional development agency.

Closing Date For Applications: Tuesday 15th September 2009

Ausrail is the largest annual rail event in the Asia Pacific and provides a forum for senior executives to discuss future policy, investment and the latest technological developments in the rail sector. The theme of Ausrail Plus 2009 is 'doing more with less'. Ausrail is the only rail event to have the official endorsement and active participation of the 5 main railway associations in Australasia and the broad support of the rail industry. <http://www.ausrail.com/informaoz/AusRAIL/>

What is the package?

UK Trade and Investment – West Midlands is offering a valuable package to companies to attend Ausrail Plus 2009. This will include:-

- £1000 subsidy per qualifying company towards travel/accommodation
- Use of UKTI stand as a base, for meetings and literature display
- Matched leads provided by the British Embassy
- Market briefing provided by British Embassy staff
- Invitation to networking reception

Why Attend?

Australian State and Federal Governments are planning now for an integrated sustainable transport future therefore creating many and varied opportunities in rail. The rail industry is presently benefiting from a higher profile following a period of under investment and neglect. From playing a secondary role to road, rail has now re-emerged as a vital mode of transport. Australia's rail infrastructure industry is expected to receive a AUD20+ billion injection of funds in the next two decades. A number of large, multi-billion-dollar rail projects on the horizon in Australia include AUD9.5 billion opportunities in NSW, AUD2 billion in Victoria, AUD4.7 billion in Queensland, AUD2 billion in Western Australia and AUD2 billion in South Australia.

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Medica 2009, Dusseldorf – Brokerage Event

19th – 20th November 2009

Medica 2009 is the global No. 1 meeting place for the medical sector taking place on 19-20 November 2009.

The visit is being organised by Enterprise Europe Network alongside Medica.

The Healthcare Sector Group of the Enterprise Europe Network will be running a brokerage event alongside Medica allowing companies to take part in one-to-one meetings with other organisations. The aim is to assist companies, universities and research institutions in finding partners in Europe for product development, manufacturing and licensing agreements, joint ventures or other types of partnership.

Benefits of the Visit

- Use the event to initiate new business
- Meet providers of innovative technologies throughout Europe and beyond
- Enter into contact with potential partners for future co-operation
- Establish cross-border contacts for long-term business relationships

Topics will Include:

- Electromedical Equipment
- Medical Technology
- Laboratory Equipment
- Rescue and Emergency Equipment
- Medical Furniture
- Medical Textiles
- Physiotherapy and Orthopaedic Technology

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Cologne, Germany – Railway Interiors Expo

24th – 26 November 2009

Railway Interiors Expo 2009 - The world's ONLY international exhibition exclusively for railway and mass transit interiors.

The visit is being organised by UK Trade & Investment - West Midlands, in association with Advantage West Midlands - the regional development agency.

The UKTI WM Revised Package

- £200 subsidy per qualifying company towards travel/accommodation
- Free entry into the Official Show Guide, publicising your presence on our stand
- Use of the 25m² stand as a base for the show
- Each participant can display some literature on our stand
- Use of meeting area
- Stand manning support from UKTI WM staff
- Introductions to potential business partners/customers.

Benefits of the Visit

- 120+ exhibitors showcasing their latest products and services
- Free to attend Open Technologies Forum
- Presentation of Railway Interiors Innovation and Excellence Awards
- Showcase your capabilities in anything from safety, security and comfort equipment through to Wi-Fi and communications; new materials and design concepts – everything for railcar and mass transit interiors will be on show!
- Experience a great networking opportunity – Buyers of light rail, urban, suburban, regional and high-speed passenger railcar equipment, and specifiers of services for new build, refurbishment and day-to-day customer service and operations
- Opportunity to invite prospective clients to meet you on our stand

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Kuala Lumpur/Singapore

27th November – 7th December 2009

The visit is being organised by Staffordshire's International Trade Team, in conjunction with Birmingham's International Trade Team and Coventry University Enterprises, utilising Advantage West Midlands (AWM) Cluster Funding.

Closing Date for applications: 31st October 2009

Companies from the West Midlands are invited to join a UKTI supported visit to Kuala Lumpur and/or Singapore. The aim is to take a group of companies representing the expertise of the region to research the market place, obtain new clients and develop partner relationships, ultimately to increase export revenue to the UK.

Benefits of the Visit

- Pre-visit and in market briefing by UKTI staff
- British High Commission hosted reception(s)
- Excellent networking opportunities through the support of the British Embassy and participation in a West Midlands UK Trade & Investment market visit
- New contacts and shared intelligence within the market visit group
- Reduced costs through group travel and financial package

Malaysia

UK commercial ties with Malaysia are strong. Close historical and educational links, a familiar commercial and legal framework and the widespread use of English are all conducive to a vibrant business relationship. UK exports in goods to Malaysia in 2008 were valued at £1.14 billion, placing Malaysia as the UK's second largest export market in South East Asia, after Singapore. UK exports in services to Malaysia in 2007 (the last year for which full figures are known) totalled £443 million. The UK is also one of the largest investors in Malaysia, investing over £20bn in the past 30 years. Malaysia is designated one of UKTI's High Growth Markets

Opportunities in Malaysia

Oil and Gas, Education and Training, ICT, Agriculture, Environment, Power, Water, Aerospace, Construction, Healthcare and Medical.

Singapore

Singapore is the UK's 14th largest goods and services export market. Exports of goods and services were worth £5.4bn in 2007. Singapore is one of the UK's key markets in the Asia-Pacific region and one of its largest export markets outside Europe. The UK is also the largest investor in Singapore. There are well over 700 British companies based in Singapore.

Opportunities in Singapore

There are opportunities for British exporters in almost all commercial sectors, in particular Infrastructure development, Education and training, Aviation services, Information technology, Oil and gas, Healthcare, Engineering and consumer goods, Food & Drink.

Programme

The programme will be sufficiently flexible for participants to arrange their own meetings; however briefings by High Commission staff will be mandatory for all participants.

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Vietnam

28th November – 6th December 2009

Closing Date for applications: 30 September 2009

West Midlands companies are invited to join a market visit to Vietnam

North Staffordshire Chamber of Commerce is inviting West Midlands businesses to join a UKTI supported visit to Vietnam. A visit to the Conbuild Exhibition will also be included which should be of particular interest to construction companies. Please visit www.conbuildvietnam for further information about the event.

Benefits of the Visit

- Pre-visit and in market briefing by UKTI staff
- British Consulate hosted reception in Ho Ch Minh City
- Excellent networking opportunities through the support of the British Consulate and participation in a West Midlands UKTI market visit
- New contacts and shared intelligence within the market visit group
- Reduced costs through group travel and financial package
- Subsidised tailored market research through the Overseas Market Introduction Service (OMIS) to enable participants to maximise the benefit of their visit by meeting preferred partners

Vietnam

In the first nine months of 2008 Vietnam imported British goods worth £117.9m. Major UK exports are in specialised and general industrial machinery, leather, leather manufactures and dressed fur skins, miscellaneous manufactured articles, telecommunications and sound recording equipment, professional, scientific and control instruments, medicinal and pharmaceutical products.

Opportunities in Vietnam

Vietnam has a large market for capital goods and a growing domestic market for consumer goods. The main priority sector is Transport particularly ports; other sectors with significant activity include: rail, environment, financial and legal services, ICT.

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Ireland – Market Visit

8th – 9th December 2009

West Midlands companies are invited to join an explorer market visit to Ireland. This visit is particularly useful for any company that has no or little experience of exporting and wishes to investigate the export potential for their product or service

Why you should visit Ireland

Ireland is the UK's fourth largest export market and it is on your doorstep. Its similarities with the UK make it an easier export market to do business in and its Euro currency means that the lessons learnt in selling into Ireland can give you the knowledge and confidence to develop plans for future sales into other EU markets.

For innovative products or services opportunities will be present in most sectors but of special interest are the sectors of Food and Drink, Clothing and Textiles, Healthcare, Environmental Technologies, Transportation, and Energy.

The time is now right to visit Ireland to investigate the market and to potentially meet Irish businesses that your company could work with in the future.

Benefits of the Visit

- Tailored research commissioned through UKTI staff at the British Embassy Dublin to provide you with 2-3 warmed up leads of companies in Ireland that have expressed an interest in your product or service
- A British Embassy briefing in Dublin on how to do business in Ireland
- Support of an International Trade Adviser pre and post visit
- Networking dinner with selected guests from the Irish Business community
- Services of an experienced market visit manager during the visit

Contact Details

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Auto Expo, Delhi

5th – 11th January 2010

West Midlands businesses are invited to join a market visit to Auto Expo, Delhi.

This visit is being organised by the India Pakistan Trade Unit (IPTU), in association with AWM and UKTI. It forms part of the national UK industry trade mission organised by the SMMT. There will be a UK pavilion, of similar size as the previous mission in 2008. The UK theme is centred on Low Carbon Vehicle Technologies but the visit is open to the entire automotive supply chain. There are approx. 15 supported places available.

Auto Expo is the key event for the Indian automotive industry and attracts over 900 participants and 100,000 business visitors. It is Asia's largest auto show after the Shanghai Motor Show and is a biennial trade fair of automobile and auto component manufacturers.

Research

IPTU has commissioned research on the current state of play in India's Low Carbon Vehicle Technology capabilities, which will be made available free of charge to all participants. Companies will be encouraged to commission an overseas market introductory service via their local international trade team.

Parallel Events

- Speaking opportunities at AUTO EXPO in an important series of workshops and seminars
- West Midlands focus / inward investment and networking event
- AUTO EXPO VIP networking events and a reception given by the British High Commissioner and a similar event held by the Indian industry and authorities
- In-market mission briefing by the British High Commission

Exhibiting

There is the opportunity to take one of the six dedicated 'pods' available to West Midlands participants that make up the fabric of the UK stand. The pod costs £1200 + VAT but this may be heavily supported. Interested companies should contact Ian Mason on 07525 703169. Those interested in exhibiting independently of the UK stand should also contact Ian.

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UN Headquarters – New York

31st January – 2nd February 2010

Birmingham Chamber of Commerce, in conjunction with UK Trade & Investment in New York, is giving your company the opportunity to meet with Procurement Officers located at UN Headquarters Agencies to learn more about the procurement process and to introduce your company as a potential supplier.

Closing date for applications: Monday 21 December 2009

In 2008, the United Nations Agencies collectively procured US\$13.6 billion in products and services from the private sector in order to carry out its operations worldwide. This unprecedented year-to-year growth of more than 34 per cent is primarily attributable to an increase in the delivery of foodstuffs and goods and services for peacekeeping operations.

The United Nations Procurement Division in New York purchases on behalf of UN headquarters and peacekeeping missions worldwide, and procured US\$3.1 billion in 2008 alone. This is a huge market for British companies with US\$97.5 million worth of commodities and services bought from the UK last year.

The peacekeeping operations are also increasingly looking to use 'Green Products', including: Solar Energy, Wind Energy, Water Recycling, Water Purification, Waste Recycling, Waste Energy. Companies with a sustainable offering are encouraged to attend.

Benefits Of The Visit

- A series of group presentations from experienced Procurement and Technical Personnel located in UNPD, UNDP, UNOPS and UNICEF
- Tailored programme of individual meetings with UN Procurement Officers/Technical Officers organised on your behalf by UK Trade and Investment
- Networking lunch with relevant Procurement Officers and NGO staff based in New York

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