

IntaTrade joins MWTF board

A leading adviser from UK Trade & Investment's IntaTrade service has joined the MWTF board. Hari Rai, a UK Trade & Investment regional adviser for the specialist business support service, has over 25 years' experience in international trade. He is a member of the Institute of Exports and vice-chairman of the West Midlands Minority Ethnic Business Forum.

IntaTrade provides specialist expertise for West Midlands companies seeking to achieve internationalisation business objectives beyond exporting and over the past four years has helped more than 500 West Midlands companies achieve their internationalisation needs through business support mechanisms.

They advise firms on areas including routes to market, setting up joint ventures and partnering, licensing and other forms of overseas investment related activities. With his expertise in these areas Hari will bring an extra dimension to the existing strengths of the MWTF board and will certainly add value for the benefit of MWTF members.

One of the firms, which has benefitted from IntaTrade's help is ProjectFire, of Hixon, Staffordshire, which has developed a portfolio of products designed to improve or simplify the installation, testing and use of sprinkler systems. IntaTrade's involvement helped the company to resolve a licensing agreement in the Middle East. Company director Stuart Cain commented that "Hari was instrumental in enabling us to look at the full picture and weigh up our options. I'd definitely recommend IntaTrade to other businesses that are looking for help in dealing with complex internationalisation issues."

West Midlands companies can access IntaTrade's services through their local UK Trade & Investment team of international trade advisers. For more details, please visit the website www.chamberinternationaltrade.co.uk

IntaTrade is a specialist joint venture partnering service, delivered by Coventry University Enterprises on behalf of UK Trade & Investment in the West Midlands.