



midlands
world
trade
forum

MIDLANDS WORLD TRADE FORUM

Regional Events Diary 2009

Issue 15 – August

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"		
Topic	Location/Market	Read more on page...
Meet the Buyer – Brussels Interior & Lifestyle Sector	23 rd September 2009 Advantage West Midlands	4
<i>This event will bring together 3 key decision makers from the Belgium I&L sector keen to meet UK suppliers and form commercial relationships</i>		
Brazil & Mexico	23 rd September 2009 Lileshall National Sports Centre	4-5
<i>With the global economy slowing and business in some export markets drying up, many UK companies are turning towards South and Central America</i>		
Export Documentation Training	24 th September 2009 Birmingham Chamber of Commerce	5
<i>Delegates will learn about the important documents used in international transactions</i>		
Import Procedures	22 nd October 2009 Birmingham Chamber of Commerce	5-6
<i>The aim of this course is to ensure that all those attending understand the necessary requirements for successful importing into the UK and EU</i>		

"OVERSEAS VISITS AT A GLANCE"		
Topic	Dates	Read more on page...
Netherlands	8 th – 11 th September	6-7
<i>Support package includes site visits to Brandervoort, Unidek, Velux and Sun Boilers</i>		
Toronto, Canada	5 th – 9 th October 2009	7-8
<i>The aim is to take a group of companies representing the Information & Communications Technology field from West Midlands</i>		
Cyprus – Environmental Technologies	19 th – 22 nd October 2009	8-9
<i>Substantial EU backed investment is being made in Cyprus with more to come over the next few years</i>		
Ceramitec Munich 2009	20 th – 23 rd October 2009	9
<i>Ceramitec attracted 22,000 international visitors in 2006 from 106 countries</i>		
Baltic States	1 st – 6 th November 2009	9-10
<i>The recent membership of the EU has made these countries a strategic location for access to a wider Baltic market</i>		
Kenya, Ethiopia, Uganda & Tanzania	3 rd – 14 th November 2009	10-11
<i>The UK has been Kenya's most important trading partner since it gained independence in 1963</i>		
Kuala Lumpur/Singapore	27 th November – 7 th December 2009	11-12
<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	12
<i>Vietnam now has one of the fastest growing and most vibrant economies in Asia</i>		
Auto Expo, Delhi	6 th – 13 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>		

Seminars

Meet the Buyer Event – Brussels Interior & Lifestyle Sector

The event will bring together 3 key decision makers from the Belgium I & L sector keen to meet UK suppliers.

UK Trade & Investment in conjunction with Advantage West Midlands is organising this event specifically for the Belgium Interior & Lifestyle (I & L) market, which will provide a unique platform to facilitate partnerships.

This event is for UK suppliers who run business in Interior & Lifestyle sector – pottery ceramics, design, glassware, household goods, tableware, furniture, clothing, fashion, footwear, giftware, jewellery. Suppliers will be matched by appropriateness to the buyers involved and will be allocated to a 30-minute individual meeting for each appropriate buyer.

Date: 23rd September 2009

Time: 09.00 – 17.00

Location: Advantage West Midlands, Aston Science Park, Birmingham B7 4BN

Contact Details

Pat Steele

North Staffordshire Chamber of Commerce

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Brazil & Mexico – Discover the Opportunities

With the global economy slowing and business in some export markets drying up, many UK companies are turning towards South and Central America, in particular to countries like Brazil and Mexico whose economies continue to grow at a significant pace. Brazil & Mexico are markets where there are numerous opportunities for UK businesses, including the development of crucial infrastructure for the 2014 Football World Cup.

You are invited to attend an interactive event which will explore the opportunities and challenges of doing business in Brazil and Mexico. You will have the chance to hear from key professionals who are experienced in assisting businesses establish themselves there and have worked with many UK exporters in the region. The event will also include a case study from two West Midlands companies who are now successfully trading in Brazil and Mexico. This event is being organised by UKTI's team covering Shropshire and is supported by AWM, HSBC and DHL.

Keynote speaker

David Moorcroft, Chief Executive of UK Athletics.

Panellists

The Pro Mexico Team, Chris Wall UKTI/Paul Eadie UKTI, A World Cup Ambassador

This event is free to attend. Refreshments, buffet lunch, and a tour of the facilities at one of the region's most prestigious sporting locations will also be provided.

Date: 23rd September 2009

Time: 11.00 – 14.30

Location: Lilleshall National Sports Centre

Contact Details

Peter Williams

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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: 24th September 2009

Time: 09:15 – 16:30

Location: Birmingham Chamber of Commerce, 75 Harborne Road, Birmingham B15 3DH

Contact Details

Peter Moore

Birmingham Chamber of Commerce

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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: 22nd October 2009

Time: 09:15 – 16:30

Location: Birmingham Chamber of Commerce, 75 Harborne Road, Birmingham B15 3DH

Contact Details

Peter Moore

Birmingham Chamber of Commerce

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Overseas Market Visits

Netherlands – International Building Technologies

8th – 11th September 2009

International Building Technologies Cluster Plan - West Midlands Programme

Businesses from the building technologies sector are invited to join a market visit to the Netherlands.

Support Package includes:

- Internal transportation to and from events
- Site visits to Brandervoort, Unidek, Velux, Sun Boilers
- Meeting with the Dutch Green Building Council
- 200 towards cost of travel and accommodation

Closing Date for Applications: 30th August 2009

Pre visit briefing: Date to be advised

Benefits of the Visit

- Participation in a group visit
- Opportunities to meet possible clients or representatives in market
- Excellent networking opportunity
- New contacts and shared market intelligence within the group
- Reduced costs through package offered
- Support of interpreter who is market expert during the visit
- Support of International Trade Advisor pre and post and during the event

Eligibility

Small to medium sized enterprises from the Construction sector based in the West Midlands manufacturing, or adding significant value, in the UK.

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Toronto, Canada

5th – 9th October 2009

West Midlands ICT companies are invited to join a visit to Toronto, Canada from 5th to 9th October 2009.

The visit is being organised by Coventry & Warwickshire Chamber of Commerce International Trade Team.

Closing Date for applications: 31st July 2009

Companies from the West Midlands are invited to join an UKTI supported ICT visit to Toronto, Canada. The aim is to take a group of companies representing the Information & Communications Technology field from West Midlands. The objective of the visit is to research the market place, obtain new clients and develop partner relationships.

Benefits of the Visit

- Pre-visit and in market briefing by UKTI staff
- Excellent networking opportunities through the support of the British Consulate 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 grant package

Opportunities in Canada

The Canadian Information and Communications Technologies (ICT) industry is comprised of:

- Wireless/mobile telecommunications: This segment has yet to reach saturation and market players are continuously looking to differentiate themselves either through hardware, applications, or service offerings. Currently, Rogers Wireless is the only carrier offering 3G technologies, though other carriers are considering switching to 3G.
- ICT security: Increased awareness that security is a 'borderless' issue, enhanced data and privacy laws, and recent high profile security breaches, will continue to generate interest in ICT security solutions to the public and private sector. For example, securing financial transactions and personal information.
- E-Health/healthcare ICT: Solutions related to personalised medical assistance, healthcare administration, and addressing issues such as wait times, healthcare in remote locations, and proactive management of health issues by individuals.

Research in Motion (RIM), together with the Royal Bank of Canada (RBC) and Thomson Reuters recently announced the creation of a CAD\$150 Million BlackBerry Partners Fund. The aim of this venture capital fund is to invest in mobile applications and services for the Blackberry and other mobile platforms. The Fund will be impartial to stage of development and platform, instead focusing on the most innovative mobile offerings contributing to the advancement of the industry. The Fund will seek to invest in mobile commerce, enterprise applications, communications, social

networking, location based applications and services, media and entertainment, and lifestyle and personal productivity applications.

Contact Details

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Cyprus – Environmental Technologies

19th – 22nd October 2009

Companies are invited to join a market visit to Cyprus focusing on environmental technologies but including other business activities

Closing date for applications is 21st September but companies requiring research should apply by 19th August.

Benefits of the Visit

- Credibility through British government backing
- High level contacts in Cypriot Ministries, Municipalities and the private sector with an opportunity to meet with them and assess the opportunities for your products and services
- Assistance of the Cyprus Chamber of Commerce
- British High Commission Briefing on the market and how to do business
- Excellent networking opportunities through support of British High Commission and participation in a West Midlands UK Trade & Investment market visit
- New contacts and shared intelligence within the market visit group
- Plenty of time to meet with potential customers and partners
- Reduced costs through group travel and financial package
- Support of an International Trade Adviser pre and post visit
- Services of an experienced market visit manager during the visit
- Research can be commissioned through UKTI to enable you to maximise the benefit of your visit

Why you should visit Cyprus

Substantial E.U. backed investment is being made in Cyprus with more to come over the next few years to clean up the environment and establish up to date facilities particularly for waste disposal and recycling. Substantial opportunities can also be found in the water and waste water industries where Cyprus is facing severe problems. Renewable energy also presents opportunities.

Cypriots are familiar with the U.K. and doing business with the British but the UK's competitors are aware of the opportunities. The time is right to visit now to investigate the market and to meet Cypriot businesses your company could work with in the future.

Although the focus of this visit is environmental technologies, companies in other sectors, such as but not exclusively, tourism and leisure related industries and food and drink are also encouraged to participate, as substantial opportunities also exist in these sectors.

Programme

On Tuesday 20th October there will be a briefing by the British High Commission commercial team and professionals on the Cypriot market and ways of doing business. Following this, meetings will be arranged with relevant Ministry and Municipality officials and business representative organisations. These meetings will be carefully chosen to enable delegates to get a good understanding of the potential of the market. An evening reception will be organised to enable mission participants to give hospitality to known contacts and to meet new contacts.

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UK Trade & Investment

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Ceramitec Munich 2009

20th –23rd 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.

Contact Details

Wendy Hall

North Staffordshire Chamber of Commerce

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The Baltic States

1st – 6th November 2009

Companies from the West Midlands are invited to join a market visit to Estonia, Latvia and Lithuania being led on behalf of the West Midlands by Coventry & Warwickshire Chamber. This is an ideal opportunity to scope all three States if you are new to the area or a chance to build on existing contacts.

The main sectors with business opportunities are: Construction (and regeneration), Environmental Goods and Services, Education and Training, ICT, Consultancy and EU funded business.

Other potential sectors include: Biotechnology, Engineering, Financial Services, Leisure and Tourism, Power (and renewable energy), Telecommunications, Timber and Processing, Tourism, Heritage and Leisure.

Benefits of the Visit

- British Embassy hosted receptions in all three States
- Help with key contacts tailored to individual delegates needs through Overseas Market Introduction Service (OMIS)
- Excellent networking opportunities through support of British Embassy and participation in a West Midlands UK Trade & Investment market visit
- Enhanced networking through market visit with a group – sharing market intelligence
- Travel package offered and UKTI market visit subvention, where eligible
- Support of an International Trade Adviser pre and post visit
- Services of an experienced market visit manager during the visit

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Kenya, Ethiopia, Uganda & Tanzania

3rd – 14th November 2009

Companies are invited to join a market visit to East Africa being led by Birmingham Chamber of Commerce & Industry in conjunction with the British High Commissions in Nairobi, the British Embassy in Addis Ababa and the British High Commissions in Kampala and Dar Es Salaam.

Benefits of the Visit

- Business Networking Receptions hosted by the respective British High Commissioners
- Group briefings and meetings with relevant International Donor Agencies located in East Africa
- Visit catalogue circulated widely in market, also available online
- Press releases sent out in-country prior to departure
- New contacts and shared intelligence within the market visit group
- Support of an International Trade Advisor pre and post visit
- Services of an experienced market visit manager during the visit
- Tailored Support from the Trade Team at the High Commission in each respective market (programme arranging, market research etc)

Opportunities in Kenya

The UK has been Kenya's most important trading partner since it gained independence in 1963. It remains one of Kenya's largest suppliers, with a 5% market share. In 2008 exports of goods from UK to Kenya were valued at £194m. In 2007 exports of services were £136m (latest available figures). UK imports of goods from Kenya were worth £316m in 2008. The UK is also the largest foreign investor in Kenya. Over 60 UK companies have operations in Kenya, and investments are estimated to be worth £1.5bn. GDP growth is estimated at 2.2% for 2008 and 1.8% for 2009 (EIU Feb 2009).

Opportunities in Ethiopia

UK exports of goods to Ethiopia were worth £53m in 2008. Following its peace agreement with Eritrea, Ethiopia has been granted funds for reconstruction and development by the World Bank and the European Union providing opportunities for companies to offer consultancy work to implement these projects.

Opportunities in Uganda

The UK exported £50m worth of goods to Uganda in 2008 (up 7% on 2007) and is among Uganda's top 10 sources of imports. The UK is one of the leading investors in Uganda, with investments worth over US \$500m since 1996. GDP growth is estimated at 6.9% for 2008 and 5.1% for 2009 (EIU Feb 2009)

Opportunities in Tanzania

In 2008 UK exports of goods to Tanzania were worth £96m (up 12% on 2007). UK imports from Tanzania in 2008 were worth £26m. The UK is one of the largest foreign direct investors in Tanzania. UK companies have invested approximately £230m in Tanzania over the last 11 years, mainly in agriculture and tourism. GDP growth is estimated at 7.1% for 2008 and 5.7% for 2009 (EIU Feb 2009)

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Birmingham Chamber of Commerce

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Kuala Lumpur/Singapore

27th November to 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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North Staffordshire Chamber of Commerce

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Vietnam

28th November – 6th December 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.

Closing Date for applications: 30 September 2009

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.

Contact Details**Wendy Hall**

North Staffordshire Chamber of Commerce

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Auto Expo, Delhi

6th – 13th 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

The following are envisaged:

- 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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