



midlands world trade forum

www.mwtf.org.uk

Quarterly News Letter

February 2002

Dear Member,

Welcome to the first MWTF quarterly newsletter. The purpose of which is to cascade information on the activities of the forum to you, our members, and encourage you to make us of the web site – It's Your Forum - *Run by Exporters for Exporters*

What's New !

- **Membership**

Since our launch in November 2001 we now have 59 registered members. 9 none / potential exporters, 12 novice exporters and 38 experienced exporters, all willing to share their experiences and learn from each other. Full details of the membership can be found under the membership section of the website, Please use this facility to network with other members, seek help and advice on your international trade issues.

- **Ask The Experts**

We have just launched the second phase of our website development. The first section to go live is our **Ask The Experts** page. Using this facility you can ask an international trade related question which will be forwarded directly by e-mail to one of our nominate experts. Current topics where we have an expert assigned to answer your questions are :- **Documentation, Language and Cultural issues, Joint Ventures, and Banking and International Finance.** Soon to follow will be **Logistics and Transportation.**

- **Bulletin Board**

Our bulletin board is now up and running, please use this to put forward any comments you make have on all aspects of International Trade, to share your experiences etc. We currently have 9 articles posted sharing information from the Euro to Trading in the Middle East post September 11th.

- **Website**

The mwtf website www.mwtf.org.uk is the key to our success. We are now in the second phase of it's development and would welcome member input. Please visit the site on a regular basis to keep up to date with its development.

Events !

- Current events organised by the Midlands World Trade Forum include :
 - Researching Export Markets
 - Managing risk in international trade and getting goods to market
 - A **full listing** of Events supported by the MWTF can be found on our website under "**Events**". These pages are regularly updated with new events. The listing includes Seminars, Overseas Trade Missions and Inward Missions organised by our supporting partners together with Trade Partners UK Regional Programme of Events.
- **It's Your Choice!** The steering group regularly reviews the topics for Seminars and Events – If you have an Idea for a topic we should include in our programme please send us your thoughts via the "**Contact Us**" page of the website.



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The Euro !

As we know the euro is here! and the government is proposing a referendum on the question of should the UK become part of the Euro Zone. The Midlands World Trade Forum would like to make a contribution to this debate and are looking for comments on this issue on such questions as :-

- Should the UK join the Euro Zone,
- If so when,
- If not why not,

What are your views! We would like you to make your comments known so we can continue to act as an independent and informed voice for the region, lobby government etc. Please send your comments via the **“contact us”** section of our website

Information on the Euro and links to further sites can be found on our website.

New Help for New / Novice Exporters

Trade Partners UK - your passport to export success – “passport”

“Passport” is revolutionising government support to British exporters by providing a new, flexible approach to help smaller companies develop their export business. “Passport” enables companies to structure the help available to their own needs to ensure that they achieve their objectives mostly effectively.

The key elements of “Passport” are:

- Export readiness check – an objective assessment of whether your company is ready and able to export, free of charge.
- An individual International Action Plan outlining your export strategy and export training plan which will allow you to tailor the financial support available to your company's needs. Free of charge.
- Export mentoring – the help of an experienced export professional to help you implement your export action plan, free of charge.
- Export workshop – a practical and interactive workshop covering all the issues which need to be addressed before deciding to export; how to avoid some of the common pitfalls for novice exporters; assistance in drawing up your export strategy. Cost: £50.00 + VAT per company.
- Training – up to £500.00 towards implementing your export training plan.
- A subsidy of up to £500.00 towards a visit to your chosen export market.
- Access to Trade Partners UK export services: market research, export sales leads, foreign language trade literature, provided at subsidised cost.

For more information please contact Chris Everall, Birmingham Chamber of Commerce, Tel: 0121 607 1754 or email: c.everall@birminghamchamber.org.uk

THE **CONTACT US** PAGE CAN BE FOUND UNDER THE **ABOUT US** SECTION OF THE WEBSITE NAVIGATION BAR