



midlands world trade forum

www.mwtf.org.uk

Quarterly News Letter

May 2002

Dear Member,

This is the second 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 use of the web site www.mwtf.org.uk and the "network" of contacts, knowledge and experiences enabled by your membership – as we reiterated in February's issue, it's YOUR forum - **Run by Exporters for Exporters !!**

What's New !

- **MWTF Coordinator**

Steve Bryan has joined the forum as Coordinator. Steve joins from Marconi, where he spent 17 years across a variety of business units. Prior to Marconi, Steve spent 10 years with Rolls Royce Aerospace, and a short period with Abbey panels Ltd sheetmetal fabricators. His contact numbers are 0121 607 1759 and (mob) 07980 897324.

- **Membership**

Membership now stands at 72, and we continue to hold a healthy mix of experiences with 12 none/potential exporters, 16 novice exporters and 44 experienced exporters. Incredibly, this membership spans interest/activity in upwards of 100 different countries ! Full details of the membership can be found under the **membership** section of the website.

- **Member Reviews**

The forum is now 6 months old. To ensure we are managing to satisfy members needs and expectations, a questionnaire has been issued to capture your thoughts and views. Please take time to complete this and return it to Steve. This will help form the shape of the forum as we progress and evolve.

Member Profile !

Ben Morby, Managing Director of Martin and Co Ltd, was asked to provide an outline of his company, together with a brief statement on the importance of exporting to the business and why join MWTF ? He writes:

"Martin & Co Ltd were established over 60 years ago to distribute high quality brass cabinet hardware sourced from Birmingham factories to the local furniture and ancilliary trades. The business has developed to the present day with over 2500 standard items produced in a virtually limitless array of plated finishes from gold and silver to nickel and chrome. Bespoke and exclusive products are now developed in house to customers requirements for projects as diverse as kitchen cabinets, decorative hardware for Middle Eastern Hotels and Palaces, to interior fittings for Rhine barges and even Ocean going super yachts. The workshops and factories of Birmingham and the Black Country can and still do produce products and finishes second to none on the World stage.

Diversification and new markets are important factors in our growth in the UK market but the overall potential for profitable sustainable expansion for our business as a whole, along with our dependent suppliers, is without doubt the Export Market which has grown healthily over the last few years with little proactive planning or strategy from the business.

By joining the MWTF, an organisation who's sole existence is to offer exporters (whatever their stage of development) the definitive range of services and assistance available, we are laying the foundations for our successful future in a truly global market."



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Our Sponsor comments !

The international marketplace presents exciting opportunities and challenges for businesses: new markets, new buyers, new suppliers but also new competitors, new regulations and new risks. Making sure you have the right support is vital. This is why we think the MWTF is key in acting as a conduit to provide supportive information to it's membership and the fact that the MWTF is directed by key players in the immediate and global market place, adds more impact to what we are trying to achieve. The Royal Bank of Scotland, Global Trade Services are happy to be associated as the main sponsor of the MWTF as this compliments our focus on supporting companies who trade internationally.

In today's complex trading environment, businesses often have to respond to increasingly unpredictable situations, even in established markets. Each deal still needs to be underpinned by arrangements which:

- * Maintain risks at acceptable levels
- * Ensure finance is available
- * Make best use of cashflow

Our local Birmingham based team of highly skilled and experienced trade specialists, and sponsors of the MWTF, are more than happy to meet with you to:

- * Discuss your immediate and longer term objectives
- * Build an in-depth understanding of your needs
- * Formulate tailor-made solutions based on these needs

We also have a Birmingham based centre of operational excellence which provides a "one-stop-shop" for the day-to-day delivery of all your international banking requirements.

In this day and age we also feel it is critical that organisations like the MWTF are accessible via the latest technology and delivery mechanisms around the clock, where ever you are in the world. This merely compliments The Royal Bank of Scotland ethos to bring e-commerce to the world of international trade.

For any further information, please contact:

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Events !

- ***Managing Risk Event 2/5***

We had a great turn out for the event at the Black Country Museum. A full agenda focussed on some of the intricacies of financing export activities - and actually getting goods to the export territory. Copies of the presentations were given to all attendees. Anyone requiring a copy should contact Steve. See below for up and coming activities. These are also posted on the web site *event schedule*.





- *The following events are on the radar for June onwards:*
 - 19th June, eBusiness Club Birmingham, Trading over the internet
 - 27th June, DFID Contracts 2002 Update
 - 9th July, MWTF/eBusiness Club, Legal implications of internet trading
 - 11th July, The World Bank Business opportunities seminar
 - Date (tbc), MWTF Members meeting

A **full listing** of Events, Trade Missions and Inward Missions can be found on our website under **"Events"**. These pages are regularly updated with new events. MWTF Members are welcome to attend these whether or not they have been organised by the forum itself !! Contact details are included with the web site.

- **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 under the **"About us"** section of the website.

Nigeria calling !

14 Delegates of a Nigerian Trade Mission attended a visitors meeting in the Black Country on 23rd May. Business opportunities, amongst other things, for UK Companies were discussed at this event, hosted by Peter Mathews Chairman of the Midlands World trade Forum. Anyone interested in finding out more can contact either David Frost, ITA at Birmingham Chamber on 0121 450 4205, or Terence Madkins, ITA at Black Country Chamber and Business Link on 01384 360442.

Our web site also includes more information.

INCOTERMS

INCOTERMS outlines the trading relationship and responsibilities between buyers and sellers in a universally accepted manner, and is an invaluable part of any exporter or potential exporters Commercial toolkit !

A Members discount rate has been negotiated for copies of INCOTERMS. Details can be found on our web site **bulletin board**.

Here to help !

One of the primary roles of the MWTF is to act as a conduit for issues which may be effecting our members. Our **ask the experts page** is one way of airing particular operational problems for which you require advice or assistance. We are also interested in your views on more general issues, for example recent comments in the press on the state of British Industry, and in particular Export trade activities in the Midlands – for which we raised the publication to your notice and received comments **thankyou**. Your comments related to any similar issue are always welcome !