



midlands world trade forum

[www.mwtf.org.uk](http://www.mwtf.org.uk)

## Quarterly Newsletter – September 2003

Dear Member,

*I hope that by now you're finding your way round how the Midlands World Trade Forum works. Our Steering Committee has now become a Board, meeting every first Thursday, of every month to plan forward for the benefit of you, our members.*

*In particular, we are about to launch our new website and I would be more than pleased, for any comments, you may have, as to how you think we may adjust and adapt to what you may think we need to encompass, for the benefit of all. Our first socio/business event, was held on the 2<sup>nd</sup> of September, at Birmingham International Airport. A most worthwhile get together of businesses and representatives involved in export, here in the West Midlands. I hope you are keeping abreast of future activities, one of which to be announced shortly, will be a beer and curry evening in the Black Country, and of course our usual events to inform you of the support available and the possible pitfalls and benefits of International Trade.*

*We are working hard to involve the sub-regions of the West Midlands, and are pleased to be working closely with them as we build ourselves into a rounded regional organisation, which we hope will eventually cover the whole region.*

*In conclusion, I would like to thank our support team, without whose help and support, we could not be as successful as we are today, and also the business members of our board who continually represent us and help build our forum to its rising success. Thank you for your support, for which any comment to help drive us forward is always well received, please let us know what you think of the MWTF especially on our new website.*

MWTF Chairman



### MWTF Support Team

July saw the departure of Steve Bryan, Regional Co-ordinator for the MWTF. Steve has moved to pastures new, joining the Business Adviser team at Coventry & Warwickshire Chamber of Commerce. The MWTF Board wishes Steve the best of luck for the future.

During the next three months there will be a new support team dedicated to the MWTF to take the Forum forward and support members. Chris Everall, previously an International Trade Adviser with Birmingham Chamber has been employed as a Consultant to the MWTF to build up Sponsorship and achieve our regional coverage, Terence Madkins of Black Country Chamber & Business Link will be

taking on the role of recruiting new members and Claire Gamage will be the central contact point for members, coordinating our events programme and keeping the website up to date. You can contact Claire on Tel: 0121 450 4205.

### Membership

We are still progressing well towards our target of 300 member companies by the end of the financial year. Current membership stands at 234 companies.

Remember, our members have a wealth of business experience which they are generally prepared to share to help you develop. To make contact, go to the members listing pages <http://www.mwtf.org.uk/members.asp>

### Members' News!

#### **Linvic Engineering – Why I joined the MWTF**

"I joined MWTF right at the beginning, being an Exporter experienced in some countries but not others, and in a position to both offer advice and ask for it. After a few months I began to wonder what was happening, but a call from the MWTF confirmed that the Forum was interested in its members, their views and their needs.

Having once felt on the outside I now have the privilege of serving on the MWTF Board. We are all volunteers who have the common aim to encourage fellow exporters and realise more of the Midlands' enormous export potential. I would recommend anyone to take advantage of the events, the online networking, the lobby pages or just phone a Board Member for some free advice. (Visit <http://www.mwtf.org.uk/index.asp?DocumentID=1122>). MWTF is there for YOU!

Steve Swinden, MD, Linvic Engineering (Tel: 01902 456333)

#### **Midland Power Machinery's success in the USA**

Worcester-based company, Midland Power Machinery are getting ready to launch their "Turfcutter" in the USA. The Turfcutter, or "Sodcutter" as it will be known in the US, will be used in the present series of Groundforce USA. The equipment's success shows how far the company has come in recent years. It was established in 1973 in Martley, before moving to Hereford and then Worcester. The firm now employs 35 staff.

Midland Power Machinery joined the MWTF in October last year as part of their participation in the "Passport to Export" Programme. Neil Hancox, Export Manager, is also the Management Board of the MWTF.

#### **Royal Garden Parties – June 2003**

In June, two members of the MWTF Management Board (Peter Mathews CMG, Chairman and Graham Porter) attended the prestigious Royal Garden Parties at Buckingham Palace.



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#### Web site

The new MWTF website is now live. Please go and visit the new website [www.mwtf.org.uk](http://www.mwtf.org.uk) and take a look.

Don't forget the following facilities are available through the website; "Ask the Experts" – an on-line facility allowing you to have any questions relating to International Trade answered by an expert or experienced exporter, "Member Search" – allows you to search the member database by alphabetical order and sector, "Useful Information" – contains contact details for members of the MWTF Board.

#### Recent & Forthcoming Events

- Gateway to an Enlarged Europe – 21<sup>st</sup> November
- Effective Routes to Market - 7<sup>th</sup> October 2003
- Surf without Drowning - 6<sup>th</sup> November 2003
- Making Websites work - 20<sup>th</sup> November 200
- Russia Round Table – 21<sup>st</sup> October 2003

Click here for further information on events:  
<http://www.mwtf.org.uk/events.asp>

On 2<sup>nd</sup> September members attended our first Networking Event at Birmingham International Airport. Members had a ride on the new SkyRail and learnt about the airport's past and future development. More Networking events are being organised. Any ideas, please let us know!

#### **MWTF 2<sup>nd</sup> Anniversary Dinner – book your place now!**

*We will hold a black-tie dinner on Friday 6<sup>th</sup> February 2004 at the Hyatt Regency Hotel, Birmingham, to mark our 2<sup>nd</sup> Anniversary. A Senior Cabinet Minister has been invited to attend as our Keynote Speaker. The event will be held jointly with Trade Partners UK to mark the Passport International Trade Awards.*

#### Access to Commercial Officers from around the Globe

Interested in meeting one of the many Commercial Officers from our British Embassies and Consulates abroad? Commercial officers regularly visit the UK and some will be visiting the region during the year. MWTF members can benefit from their first hand knowledge of their market and sector and gain an insight into opportunities for your company. Claire Gamage on 0121 450 4205 or email [c.gamage@birminghamchamber.org.uk](mailto:c.gamage@birminghamchamber.org.uk).

Future Commercial Officer visits will be posted on the website on the events page:  
<http://www.mwtf.org.uk/events.asp>.

#### Outward Trade Missions and Supported Exhibitions

Members of the MWTF can also view upcoming Trade Missions/Trade Fairs from Chambers of Commerce in the West Midlands Region (<http://www.mwtf.org.uk/events.asp>).

Trade Missions are an excellent way of visiting various Overseas Markets. They offer a Travel Grant ranging from £350 to £910 (depending on the destination of the Trade Mission) as well as the chance to travel as part of a Business Group with an experienced Mission Manager leading the mission. Companies can exhibit at Trade Fairs and claim 50% off the cost back to a maximum of £2,500.

#### International Commercial Centre – How they can help you!

The International Commercial Centre based at the National Exhibition Centre was launched in April 2003 and is a joint venture between Trade Partners UK, Advantage West Midlands, Birmingham Chamber of Commerce and Locate in Birmingham.

The new Centre offers support and information to international visitors seeking products, services or investment opportunities in the UK. Through the Centre, UK companies and organisers, exhibitors or visitors to shows at the NEC can tap into the vast services available from the abovementioned partners. It has dedicated staff working to attract international buyers to trade shows through TPUK's "Inward Mission Scheme". The Centre provides a single point of contact to help companies find new markets or source new products on a regional, national and international level.

When you are next at the NEC, please call into the Centre to take a look and see how they can help you. The team are located in the Piazza and can be contacted by telephone on 0870 761 3950, or visit their website on [www.internationalcommercialcentre.co.uk](http://www.internationalcommercialcentre.co.uk).

#### Languages for Export Awards 2003

The National Languages for Export Award scheme celebrates the rich diversity of culture and communication around the world – and pays respect to British Exporters and language service providers that can demonstrate trading success in non-English speaking countries.

To find out more about the scheme or to apply, please click on the weblink below, or to receive a hard copy of the information, please contact Claire Gamage on 0121 450 4205  
[http://www.tradepartners.gov.uk/national\\_languages/award\\_scheme/languages\\_for\\_export\\_2003/awards\\_2003.shtml](http://www.tradepartners.gov.uk/national_languages/award_scheme/languages_for_export_2003/awards_2003.shtml)

If you need any help or further information in respect of the forum, or have any comments or suggestions that you would like to put forward, please don't hesitate to contact Claire Gamage, MWTF Coordinator, on 0121 450 4205, or email to [info@mwtf.org.uk](mailto:info@mwtf.org.uk)