



Quarterly Newsletter – December 2003

Dear Member,

Further to our last Newsletter in September, we have now gained our 250th member to the Midlands World Trade Forum. Membership today stands at 254 companies and rising.

We are now well underway in preparations for the 2nd Anniversary of the MWTF which will take place at the Hyatt Regency on Friday 6th February 2004. Places are limited to don't forget to reserve yours as soon as possible.

We are still continuing to evolve into a Regional based organisation now hoping to fully incorporate Shropshire, Staffordshire and Coventry & Warwickshire in the very near future.

As ever, if you have any further comments regarding the MWTF, please forward them to Claire Gamage at info@mwtf.org or telephone 0121 607 1759.

On behalf of the Management Board of the MWTF, I would like to wish you a Merry Christmas and a prosperous New Year!

MWTF Chairman

Members' News!

250th Member

The 250th Member of the Midlands World Trade Forum is Charles Faram & Co based in Newland, Worcestershire. The company are suppliers of hops and brewing raw materials to breweries.

Charles Faram & Co was established in 1865 and now exports brewing materials – such as hops, which are often grown locally, yeast and malt – around the world allowing microbreweries to develop their own unique flavours.

Although the company is almost 140 years old, and one of only four of its kind in the UK, it is still a relatively new exporter and felt it needed some help and advice to get through the intricacies of selling goods abroad.

Managing Director Paul Corbett said: "We are exporting to France, Sweden, Denmark, the US and Canada. We have just taken on distributors for France and Denmark and we are hoping for fruit to bear from these new relationships."

"But we do need help to exploit other markets. We had to turn down the chance of a deal in India because we were a little unsure about certain processes and regulations. We are gaining in confidence and I am sure the MWTF can help us."

The microbrewery industry is continuing to grow despite the sales of lager far outstripping beer. In fact, some of the larger firms may stop brewing beer, leaving the door open for microbreweries to fill the gap.

He added "People are getting more of a taste for these specialist beers, and as the breweries strive for a unique flavour of their own they are bringing different ingredients from around the world".

Peter Mathews CMG, Chairman of the MWTF said "This member is a prime example of how effectively the organisation can work, with novice exporters coming together to share ideas and concerns with those who have been doing it for years".



Book your place now – West Midlands International Trade Dinner

The MWTF are celebrating its second year by holding an Awards Dinner at the Hyatt Regency in Birmingham on 6th February. The event is sponsored by the Midlands World Trade Forum, The Royal Bank of Scotland, Emirates and UK Trade & Investment.

There will be a business card draw for two business class flights tickets and four days accommodation in Dubai (courtesy of Emirates).

To book a place at this prestigious event, please contact Eva Fisher or Rupri Nandra on 0121 450 4205.

The Royal Bank of Scotland announces Sponsorship of the MWTF

The Royal Bank of Scotland (RBS) has announced its continued sponsorship of the MWTF by signing a two year extension to its current agreement.

The RBS was the founding main sponsor and will continue this sponsorship position until 2005. Peter Mathews CMG, Chairman said "We are delighted that RBS have decided to renew their sponsorship with the Forum. We have enjoyed a good level of growth in the last 2 years and with the continued support of RBS, I am confident we can continue to grow the membership at an impressive rate."

David Houghton, Regional Sales Manager, Corporate Banking Services with responsibility for International Trade at RBS and Board member of the MWTF added "As a leading player in the provision of International Banking Services to the UK banking market, we are delighted to extend our sponsorship of the forum. International Trade has its own set of rules and issues, so the support of the Forum provides its members with the expert advice and support required to operate in these markets."

Languages for Export Awards 2003 – Congratulations MWTF Members!

Three MWTF members – JP International, Industrial Valves and Radshape Sheet Metal were recently successful by obtaining awards at the West Midlands Language for Export Awards.

In the Small Business Award category JP International, a Solihull-based management and training consultancy, won after its directors began learning Arabic to open up the Saudi Arabian market that had previously been closed to them. Industrial Valves won a commendation.

Radshape Sheet Metal won in the Medium Business category after it secured a lucrative contact with Volkswagen after employees brushed up on their German language skills.

Modern Foreign Languages "Pathfinder"

Do you use a Modern Foreign Language in your 'day to day' business dealings with export markets and customers, have staff who have language skills (the level of expertise is not important) and have good links with one or more European countries or are a subsidiary or have a subsidiary in one of those countries?

Walsall Education Business Partnership are looking for companies across the Black Country who are keen to develop links with schools and would be amenable to letting the Head of Modern Foreign Languages from the school visit the company to develop the 'link' between school and company and to be able to take 6th Form students on work experience to see at first hand the commercial use of Foreign Languages in the workplace. The student would be visited whilst in the placement to review their progress.

You could also use the time to assess potential future employees who already have the languages skills you require!

If you would like to get involved in the project or would like further information please contact Carole Hands at Walsall Education Business Partnership on 01922 424200.

Forthcoming Events

- **New Zealand Roundtable - 20th Jan 2003**
Discussion for companies thinking of or already exporting to New Zealand with Gary Vance Scroby (Deputy Consul, British Consulate-General, Auckland).
- **How to travel, win friends and influence people – Why not Export? - 26th Jan 2004**
This seminar is aimed at companies are just thinking about exporting for the first time or may have had an overseas order in the past but would like to find out more about exporting through the help of UK Trade & Investment.
- **Introduction to International Banking – January 2004**
Held at the Royal Bank of Scotland's new premises in St Phillips Place, this will give companies the advice they need from a Banking perspective in terms of exporting.
- **MWTF 2nd Anniversary Dinner/Passport Awards Dinner – 6th February 2004**
A celebratory Dinner to announce winners from the UK Trade & Investment Passport to Export Scheme and to celebrate the 2nd Anniversary of the Midlands World Trade Forum
- **Members Networking Event – "Growth By Export" (MWTF Members only) - 26th Feb 2004**
Facilitated Networking session combining case studies from companies who are successfully exporting. This will give companies the opportunity to exchange ideas and experiences regarding their export strategy.

Forthcoming Trade Missions/Export Explorers

Taiwan	16-20 February 2004 <i>Visiting Taipei</i>
South Africa	16-20 February 2004 <i>Visiting Johannesburg and Cape Town</i>
Korea	8-12 March 2004 <i>Visiting Seoul</i>
Malaysia	8-12 March 2004 <i>Visiting Kuala Lumpur</i>
New Zealand & Australia	12-26 March 2004 <i>Visiting Auckland, Sydney and Melbourne</i>
Spain	21-24 March 2004 <i>Visiting Barcelona</i>

For further information on any of the above event or Trade Missions please visit <http://www.mwtf.org.uk/events.asp>

On 21st November members attended the "Winning Business in the new EU" event held at Birmingham Chamber of Commerce. Speakers included Simon Murphy – MEP, Simon Ashton – Shifnal Engineering, Adrian Willetts, SHG Consultants and Peter Davies – Brockhouse Forgings.

Thinking of/Already Exporting to New Zealand?

Are you thinking of or already started to export to New Zealand? Do you need further advice on any practical issues or would you find discussing your experiences with other companies in the same position beneficial? If the answer to any of these questions is yes – then why not join our New Zealand Roundtable Discussion on 20th January 2004?

Gary Vance Scroby (Deputy Consul-General BCG Auckland) will be on hand to answer questions during the session.

To book on any of our events, please visit www.mwtf.org.uk/events.asp and click 'book online'.

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 607 1759, or email to info@mwtf.org.uk

