



Quarterly Newsletter June 2004

Chairman's Update

Dear Member,
Since our last newsletter in March, the Midlands World Trade Forum now has over 300 members across the West Midlands region. Our 300th member being Birmingham based company—Webster & Horsfall Ltd.

The Quarterly Members-only Networking events have now proved to be a tremendous success with all events so far filled to maximum capacity. These meetings not only provide members with the opportunity to network with over 40 member companies, but also give the opportunity to learn from the experiences of Exporters who have been successful selling to various international markets.

I hope to see as many of you as possible at our next members event 'Get Your

Share of the US Market' on the 2nd July in Birmingham.

Yours faithfully



**Peter Mathews CMG
MWTF Chairman**

The Midlands World Trade Forum is sponsored by The Royal Bank of Scotland and the UK Trade & Investment Passport to Export Programme



MWTF 300th member!

The company that made the first transatlantic cable from Ireland to the United States has become the 300th member of the Midlands World Trade Forum.

Webster & Horsfall was established in 1720 and is still one of the UK's leading wire manufacturers, selling to over 30 countries around the world. It now supplies wire and cabling to the mining and oil industry as well as components for the automotive industry.

Andrew Lloyd, the company's export manager, said: "The firm is still family run and we've got a good team. But we're still researching new markets around the world that may be able to use our products.

"I'm keen to attend MWTF events and meet up with other

manufacturing exporters. It is important that exporters interact with each other to learn where we are going right and where we may be going wrong."

He added: "Manufacturing is still vital to the UK economy. The industry is still going through a tough time as a whole. If this country is to prosper we can't survive on consumerism, we need to get back to manufacturing, which means we have to work together."

Peter Mathews, chairman of the MWTF, said: "Webster & Horsfall makes a product that has been praised for being among the best in the world and I hope that joining the MWTF will help them succeed even more."

Quarterly Members' Meetings – a success!

This year, the Midlands World Trade Forum are providing Exporters with the opportunity to network and learn from each other by holding Quarterly Members Events concentrating on various markets throughout the world.

The first event took place in February of this year on the topic of 'Growth by Export'

and the second event took place in April at the Copthorne Hotel, Brierley Hill and concentrated on selling to the EU Accession countries. Both have proven to be extremely popular and have provided members with the opportunity to network and pick up tips from one another. The next Members Event - "Get

Your Share of the US Market" will take place on the 2nd July at Birmingham Chamber.



Members learn about exporting to EU Accession Countries at the Copthorne Hotel, 20th April 2004.



(Left to Right) Claire Gamage—MWTF Coordinator, Andrew Lloyd—Export Manager, Webster & Horsfall Ltd and Peter Mathews CMG—MWTF Chairman.

Forthcoming Trade Missions, Export Explorers and Business Visits



Africas

- **Nigeria, Ghana and Sierra Leone**
12-25 September 2004 (Contact David Frost tel: 0121 450 4205)
- **Uganda, Tanzania and Kenya**
3-15 October 2004 (Contact David Frost tel: 0121 450 4205)
- **South Africa**
14-18 February 2005 (Contact Mark Eaton tel: 02476 654295)

Americas and the Caribbean

- **Argentina, Chile and Uruguay**
4-17 September 2004 (Contact Jane Dawson tel: 0121 450 4205)

Asia Pacific

- **Japan (EU Gateway to Japan Programme)**
27 September—1 October 2004 (Contact Jane Dawson tel: 0121 450 4205)
- **Taiwan**
15-19 November 2004 (Contact Graham Ashmore tel: 01384 360464)
- **Japan (EU Gateway to Japan Programme)**
25-29 October 2004 (Contact Jane Dawson tel: 0121 450 4205)
- **Singapore**
18-22 October 2004 (Contact Mark Eaton tel: 02476 654295)
- **Japan (EU Gateway to Japan Programme)**
22-26 November 2004 (Contact Jane Dawson tel: 0121 450 4205)

Europe

- **Hungary**
21-25 November 2004 (Contact Helen Bethell tel: 0845 450 8627)

Middle East

- **Iran**
26-30 November 2004 (Contact Allen Matty tel: 0121 450 4205)

Forthcoming Seminars & Events

MWTF Members Event— "South East Asian Markets"

8th October, The Village Hotel, Dudley
Facilitated Networking Session combining company case studies based around the issues surrounding exporting to South-East Asian Countries.

Ultimate Guide to Global Market Research

22nd September 2004, Birmingham Chamber of Commerce
Seminar aimed at companies looking to research International markets through using various Government subsidised services.

Selling to the United Nations Advice Clinics

28/29 September 2004, Birmingham Chamber of Commerce
One-to-one clinics with Eleanor Baha—Vice Consul, Trade Development, British Consulate General Geneva and Bob Cobby—Senior Trade & Investment Officer, British Embassy Copenhagen regarding selling to the various Agencies within the United Nations.

Bulgaria, Romania and Turkey—Get Your Share of these markets!

19th October 2004, Birmingham Chamber of Commerce
Seminar and Networking opportunity for companies who are looking at the next round of possible EU Accession countries including a visit from Mr Quinton Quayle—HM Ambassador, Bucharest.

Visit www.mwtf.org.uk for latest International News from the BBC

Export Related Awards 2004/2005

The British Chamber of Commerce Chamber Awards 2004

2004 sees the launch of the British Chambers of Commerce Chamber Awards to recognise business excellence amongst Chamber Members.

MWTF members who are members of a West Midlands Chamber of Commerce are encouraged to nominate themselves for "Export Business of the Year", the winner receiving a £25,000 cash prize, the opportunity to increase the profile of your business with customers, prospects and industry peers and help you stand out from the crowd and PR coverage and promotion of the awards.

If you would like to receive further information on the awards or nominate your business, please contact Claire Gamage, MWTF Coordinator on 0121 607 1759 or email c.gamage@mwtf.org.uk.

The Queen's Award for Enterprise

There is also the opportunity to find out more about applying for the Queen's Awards for Enterprise at a Networking Reception to be held at the Orange Studio on the 9th September.

The Queen's Awards for Enterprise are the UK's most prestigious awards for business performance. Winners receive a range of benefits including worldwide recognition and extensive press coverage.

The Awards are presented in three categories: Innovation, International Trade and Sustainable Development, and are open to all business units that meet the entry criteria.

UK Trade and Investment and the Queen's Award Office are holding an evening reception to celebrate recent Queen's Award winners and

encourage prospective applicants.

It will be held on the evening of Thursday 9 September 2004 between 18:30 and 20:00 hrs.

Should you wish to book a place on this event, please contact Maureen Shakespeare, UK Trade & Investment on tel: 0121 503 3282 or email:

maureenshakespeare@advantagewm.co.uk.

To find out more about the Queen's Awards for Enterprise, please visit: www.queensawards.org.uk

International Business Awards 2004

Nominations are now also being sought for the annual International Business Awards. The awards, run by UK Trade & Investment in association with the Export Times are part of a unique initiative celebrating, recognising and encouraging excellence amongst UK Exporters. For more information visit www.internationalbusinessawards.co.uk