



Quarterly Newsletter

December 2004

Chairman's Update

Dear Member,

This is my last note from you as Chairman of the MWTF.

I will now be taking on the role of President of the organisation and will continue to support the activities of the MWTF and its new Chairman—Steve Swinden.

Steve Swinden, Export Sales Manager of Linvic Engineering in Wolverhampton will become the second MWTF Chairman as of January 2005.

Since the inception of the World Trade Forum some years ago I have been delighted at the support and enthusiasm of not just the International Trade Advisers from around the region but especially the membership itself, that has given the MWTF Management Board the chance to be able to go forward with some strength to a position where today we have four hundred mem-

bers, now heading towards five hundred. We are now the independent voice of International trade, something which no other region seems to have. I think we are fortunate to be able to now go forward and have the ear of senior people even down to links with Government which is something we should all be proud of.

As I take up my new role as President I hope to continue to support our organisation especially at the highest levels and look forward to meeting with our membership in 2005.

Yours faithfully

**Peter Mathews CMG
MWTF Chairman**

Welcome to Steve!

During the Annual General Meeting of the MWTF which took place on 19th November, Steve Swinden, Export Sales Manager at Linvic Engineering in Wolverhampton, was appointed Chairman from January 2005.

Steve takes over from Peter Mathews who has chaired the forum since our inception in 2001, who will now become MWTF President.

Linvic began exporting in 1994 as an addition to its main business. Now, 26 countries later, export is its main business!

Peter Mathews said: "It is important that we keep the organisation energised. We need to keep changing and I believe Steve Swinden will be instrumental in that and he has my full support."

It was tough at first but now the MWTF is the leading export organisation in the country and Yorkshire and South Humberside have used its format to set up their own version."

He also said that he would remain involved with the group and lobby on behalf of exporters and businesses in the region. "Exporters feel the pain that the politicians don't and we need to let the government know that. We also need to support the growth of our regional airport, because around the world, cities smaller than ours have bigger and better facilities. We need a modern airport for us to continue to be a dynamic region and keep our place at the top table of business."

Cuts in Government support for Exporters

Declining Government funding means that it is more important than ever to support existing as well as new exporters selling goods abroad.

During the MWTF AGM, MWTF members were told that although there will be more support in the regions, the amount of government funding over the coming year

will decline.

Doug Mahoney, International Trade Director for UK Trade & Investment in the West Midlands outlined the change in Government Policy over the coming year, which will see a move towards more inward investment and more assistance for new exporters.

"It's controversial but

the treasury has taken a long-term view that it is important to get more new companies exporting".

If you have an opinion on this subject, please post your comments via the online discussion forum or email Claire Gamage, MWTF Coordinator: c.gamage@mwtf.org.uk



(Left to Right)

Steve Swinden—MWTF Chairman and Peter Mathews CMG—Outgoing MWTF Chairman and incoming President.

Forthcoming Trade Missions, Export Explorers and Business Visits

Africas

- South Africa

14-18 February 2005 (Contact Mark Eaton tel: 02476 654295)

Asia

- Pakistan

5-11 February 2005 (Contact David Frost tel: 0121 450 4205)

United Nations/Aid Funded Business

- Geneva (incorporating mini-exhibition)

31 January—2 February 2005 (Contact Claire Gamage tel: 0121 607 1759)

- Copenhagen (incorporating mini-exhibition)

March 2005 (date TBC) (Contact Claire Gamage tel: 0121 607 1759)

Raise your profile!

Do you wish to:

- Boost Employee Morale?
- Raise your company's profile?
- Give your company a more International image?

Then why not nominate your company for this year's MWTF Exporter of the Year 2005? The application process is quick and easy.

The Nomination form can be downloaded via the following link:
<http://www.mwtf.org.uk/index.asp?DocumentID=1814> or contact Claire Gamage on 0121 607 1759.



Forthcoming Seminars & Events

MWTF Members Event— "Doing Business in Mexico"

14th January, Birmingham Chamber of Commerce

Facilitated Networking Session combining company case studies based around the issues surrounding doing business in Mexico.

An Introduction to Exporting Practices & Procedures

27th January 2005, Birmingham Chamber of Commerce

This seminar will introduce you to the practical issues that need to be addressed when exporting. The seminar will cover topics ranging from Export Quotations and pre-shipment through to Insurance issues and ensuring payment.

West Midlands International Trade Dinner & Awards

11th February 2005, The Hyatt Regency, Birmingham

A dinner celebrating the success of West Midlands companies who are currently trading internationally, combining an awards ceremony for companies participating on the Passport to Export Scheme and members of the Midlands World Trade Forum.



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

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

All change for Trade Missions

Trade Missions as we know them are currently changing from their old format into a new one.

As UK Trade & Investment's agenda is shifting more towards new exporters, the format of Market Visits will be affected by this.

Next year, horizontal missions, i.e. Trade Missions which invite companies from any sector/cluster, will be organised and financed by each Regional Development Agency in the UK. In the West Midlands' case this will be the UK Trade & Investment Regional Team based in Advantage West Midlands.

This means that each region will have approximately £90,000 to run a mission programme for the next financial year.

The funding in the West Midlands

will be available for companies that have had a significant intervention with their local International Trade Team (i.e. participated in the Passport to Export Scheme, commissioned an Overseas Market Introduction Service, etc) and that are new to the market (i.e. do not have an agent in the market and are using the visit to look for an agent/distributor, etc).

Companies that do have representation in the market can join one of the visits but will not receive any funding - funding is only available for companies who are new to that particular market.

As before, there will be no funding towards visits within the EU.

If companies who are working with their International Trade Teams wish to join another region's Trade Mission to a market that the West Midlands are not visiting, they can

do so but the grant that they will receive will come out of the West Midlands budget. Funding is also available for individual visits similar to the Solo Show Support scheme for companies wishing to exhibit overseas at shows which are not part of the West Midlands programme.

The list of West Midlands visits will be announced shortly. Currently each International Trade Team is making contact with the relevant Embassies, Consulates or High Commissions to make sure that the dates are convenient and that other regions are not visiting at the same time.

The list of other regions visits has not been publicised as yet, this is hoped to become available in January.