

NEW! International Trade: Making Your Website More Effective

The International Web Research Unit at Brighton University has teamed up with UKTi to offer **free advice and support** for West Midlands companies wishing to improve their understanding of the needs of international business web users. The Unit has been working with exporters and their websites since 2000 and works alongside international MBA graduates from a wide variety of countries. They will analyse your website and provide practical solutions to enhance your international web sales, marketing and usability. Results from a previous study have led to a 30% increase in international enquiries. To register your interest in taking part, please email: emmawilcock@advantagemw.co.uk

Automotive:

NEW! SMMT: Proposed Business Trip to Russia: March 2005

The SMMT is planning a part-sponsored business trip to Moscow next year. The event will be held at the British Embassy (15th-19th March) and will include: internal briefings on doing business in Russia (practical and legal advice); a mini-exhibition of UK products and services; a formal presentation to invited guests and one-to-one meetings. There will also be opportunities for visiting the annual Adam Smith Automotive Conference and for 'out-of-town' meetings. The event is aimed at OE manufacturers, aftermarket, remanufacturers, motorsport, specialist and service suppliers. If you are interested, please contact Russ Murty on: rmurty@smmt.co.uk

NEW! SMMT Automotive Business Group Visit - INDIA - Feb. 6 to 12

With vehicle production expanding in India by over 30% and now running at 1.2 million vehicles per year, the Indian market offers a wide range of opportunities for UK companies. The SMMT organises regular visits to this market and a recent analysis of the results of the SMMT visit in January reveals that this visit generated over 1.5 million pounds of business for the UK group. If your company would like to look at this market, then why not take advantage of the next SMMT visit, which is subsidized by UKTI and is scheduled for February 2005. For further details, please contact Les Parfitt on tel. 020 7344 9233 or email on lparfitt@smmt.co.uk

NEW! Aftermarket Opportunities in Germany:

SMMT Workshop – 23rd November, Coventry 10am – 14.30 hours

SMMT has recently commissioned an in-depth study of the German aftermarket, with support from UKTI. The findings of the report will be disseminated at a workshop to be held in Coventry later this month, which is open to all. Cost = £30 (all participants will receive a copy of the 90 page report).

The subjects to be covered include: investment plans, future prospects for the German buying and manufacturing sector, advice on how to enter the German market and pitfalls to avoid, contact details of key purchasing directors and major distributors.

If you are interested in attending, please contact Russ Murty on: 020 7344 9229 or email: rmurty@smmt.co.uk

NEW! Automotive Activities in 2005

UKTI West Midlands is currently considering which overseas Automotive events to support in 2005. (Exhibitions, seminars, partnering events, etc). If you would like to suggest some events for our consideration, please email: helenyendall@advantagemw.co.uk

Aerospace:

NEW! High Performance Work Organisation: Free Workshop - Rolls-Royce, Derby:
22 November 10.00 – 14.45 hrs

UK aerospace companies must move up the value chain in order to remain competitive in global markets. The Midlands Aerospace Alliance is organising a workshop with Templeton College (Oxford University) to introduce the High Performance Work Organisation [HPWO] tool for improving business performance. The workshop is aimed at senior managers from Midlands aerospace firms. To reserve your place on this free workshop or for more information, including a downloadable High Performance Work Organisation in Aerospace brochure, please log onto the MAA website: www.midlandsaerospace.org.uk/events.

Rail:

UKTI-sponsored visit to 'Rail Interiors Expo', Cologne: 29th Nov (pm) – 1st Dec

Join UKTI West Midlands on a 2-day visit to this new trade show which is aimed at designers, fitters and anyone involved with train interiors. For further information see the website: www.railwayinteriors-expo.com. Flying with Lufthansa from B'ham on 29th Nov, this is a time and cost-effective package, giving 2 full days at the show. Costs are estimated at £400 (hotel & flights) and 50% of this travel package will be refunded to participating West Midlands companies on return from Cologne. To register for the visit, please email: helenyendall@advantagewm.co.uk

Major Railway Projects Seminar: London, 18th November 2004

UKTI and the RIA are hosting a one-day 'Major Railway Projects Seminar'. Projects valued at over £25 billion of potential export business will be presented. Delegates will hear the very latest details of some of the world's largest railway projects direct from the Project Directors, who will fly in especially. Contracts ranging from £10,000 to £100 million will be on offer, so companies of all sizes should attend to ensure that they are fully briefed on these mega projects. Cost = £195 + VAT per delegate. For a seminar programme and/or booking form, please email: emmawilcock@advantagewm.co.uk

High Performance Engineering:

NEW! Market Research - Important European Markets

THE MIA has launched a portfolio of research reports that assess the value, scope and scale of continental Europe's largest Motorsport markets: France, Germany and Italy and highlights key export opportunities for the UK's Motorsport industry. The reports form part of a growing source of business-led research material to be found on the MIA-built bespoke website: www.motorsportresearch.com. The reports can be purchased and downloaded at this site at an introductory price. To find out more or order copies of the research, contact Kirk Rothwell at the MIA. Tel: 02476 692600 kirk.rothwell@the-mia.com

Performance Racing Industry Show, Indianapolis: 9 – 11 December 2004

The MIA is offering companies the opportunity to visit or exhibit at PRI, the largest Motorsport show in the world with a very comprehensive support package. For SMEs there is a UKTI exhibiting grant of £2,500 towards stand costs or a trade mission grant of £500 towards travel and hotel costs. For more information, contact Tom Wilson. Tel 02476 692 600. email: Tom.wilson@the-mia.com.

Contacts: Overseas Exhibitions: Stuart Whitehill (Overseas Fairs Division) - 01564 784 999

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