



International Trader

Newsletter - March 2011

Welcome



Welcome to the latest edition of the newly named MWTF Newsletter – “The International Trader” Since our last edition, the MWTF has been working very hard for its members in an effort to really develop the strategic direction of the Forum. I am very pleased to tell you that this has manifested itself in not only the biggest and most diverse events calendar for the year that it has ever launched but also a number of tangible offerings that members will be able to benefit from for their membership fee.

We have also over the last quarter had some great success with events and have hosted some excellent ambassadors of International Trade. This has been of great benefit to many members as they develop their global business strategies by diversifying the “country portfolio” that they work with.

Time goes very fast and it has been a fast and full introduction to running the MWTF and since my appointment in July 2010 I have met many members and service providers. It has been a pleasure to hear all the stories of success and of course hear your ideas of how the MWTF can continually develop to your advantage and that of your international businesses. I look forward to more of this!

All this and more later in this edition

Best regards,

Karen Mercer-West

Latvia aims to build on the West Midlands' biggest strengths with MWTF members

A recent visit by the Latvian Prime Minister is set to mark a new era of stronger business and academic ties between the West Midlands and one of the Baltic's fastest rising stars.

Valdis Dombrovski addressed more than 80 exporters from the region as part of the Midlands World Trade Forum's latest insight into boosting international trade and immediately expressed an interest in building on common strengths and shared growth industries.

In This Issue

[Welcome](#)

[Latvia PM Visits UK](#)

[Events Calendar](#)

[MWTF Benefits](#)

[Message From the Chair](#)

[HSBC New Board Member](#)

[Events and Market Visits](#)

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Pictured: Karen Mercer-West, Peter Matthews, Prime Minister Valdis Dombrovskis, Deb leary and Ambassador Andrew Soper

The Prime Minister, the youngest in the European Union, singled out his country's desire to learn from the West Midlands' expertise in value added manufacturing and technology, not to mention its ability to bring industry and academia together for mutual benefit.

Click [HERE](#) to read more

MWTF Events Calendar

Many events for 2011 are being Developed as we speak and are all as a result of either what our members tell us is on their radar in relation to International Trade or what key areas for development in business that enhance global reach

The **NEXT** MWTF Event:

Date: **6th April 2011 - The Bribery Act,**

Location: Squire, Sanders & Dempsey (UK) LLP, Rutland House, 148 Edmund Street, Birmingham, B3 2JR

To Book Contact: Karen Lee at k.lee@mwtf.org.uk

Click [HERE](#) to view our **Full Events Calendar**

Exporting : The Challenges & Opportunities

On Thursday 24th February 2011 the BABC and MWTF hosted an event at Eleven BrindleyPlace, Birmingham focusing on the challenges and opportunities of exporting.



L-R: Hari Rai, Jessica Nelson, Fred Bassnett, Karen Mercer-West, Gary Baylis,
Harry Reilly

The sold out event, sponsored by European Regional Development Fund, brought together 40 delegates to listen to a panel of experts including Hari Rai from IntaTrade, Gary Baylis of Westhaven Worldwide Logistics and moderator Fred Bassnett, Director at Trade Connections (Worldwide) Ltd who shared a wealth of experience in this area and highlighted common mistakes made by companies when exporting.

The audience were provided the opportunity to ask these experts questions about the issues that they are currently facing whilst exporting and these included intellectual property; risk when trading with politically unstable countries and the bribery act. New and experienced exporters and service providers were then given the opportunity to network with each other and share their own experiences.

Development of MWTF Benefits High on the agenda for 2011

Over the last few months – there has been heightened activity to develop the membership benefits package for exporters in the forum. As seasoned and experienced exporters themselves, the board of the MWTF knows the sorts of ways that global traders can be helped as they continually seek to develop the arrangements they have with their customers. To this end – a vibrant and dynamic benefits package is starting to emerge and we are pleased to advise you of some of the things coming your way!

CLICK [HERE](#) FOR MORE

Message From The Chair - Deb Leary



Looking at what has happened over the past three months, the visit by the Latvian Prime Minister and the fabulous event at Digital Labs, along with all the forthcoming events and the new range of benefits now on offer to MWTF members, you would be forgiven for thinking we were reporting back on the end of a year, not the beginning of one.

2011 has already got off to a stunning start, with an exciting and constantly evolving calendar of events,

coupled with some fantastic new membership benefits.

As Chair of the MWTF I'd like to thank all members for their contribution to the success of the Forum, but would also like to give a particular thanks to my fellow Board Members and to Karen Mercer-West and Amar Daji for their fantastic work in ensuring the MWTF is more than fit for purpose for the year ahead.

I look forward to the year ahead, confident in the knowledge that the MWTF is continuing to grow and continuing to offer its members real value add.

I wish you all a fantastic rest of year and look forward to seeing many of you at our forthcoming events.

HSBC - Chris Harrington - New Board member joins MWTF



The Midlands World Trade Forum is pleased to announce that Chris Harrington, International Commercial Manager for HSBC has joined the MWTF Business Board.

Chris' role involves promoting HSBC's International strategy, working with and supporting key clients, trading internationally in all territories and global markets.

A key part to the success of the role includes joining up HSBC's International network for the benefit of the client either by providing cross border credit and funding, supply chain support or promoting the single global relationship manager role. This will mean that Chris is well placed to help MWTF members with their International Trade Strategies as part of his responsibilities as a Board Member and we look forward to his input in the future

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Thank you for taking the time to read our latest newsletter - if you have any comments or contributions [please let me know](#)

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