



# International Trader

## Newsletter - May 2011

### Welcome



Welcome to the latest edition of the MWTF Newsletter – "The International Trader"

Since our last edition, the MWTF has been working very hard for its members, paying special attention to the new benefits package that we now offer. Our strategic direction has been high on the agenda and how we diversify to respond to members needs as well as developing our full events calendar for the year. This gives International Traders in the West Midlands the opportunity to access what they need as they develop their international trade strategies.

We are pleased to tell you that working with prolific firms such as Squire Sanders and Hammonds and Turkish Airlines, we have been able to develop a platform to not only develop our member benefits package but also showcase some excellent events such as "The Bribery Act" where we were really pleased to receive some great feedback from attendees!

I am now heading towards my anniversary in July when I will have been running the Forum for a year. It has been a pleasure to work with partners and members to drive forward the network so that International Traders in the West Midlands see the MWTF as a real vehicle in our region to support them in their focus on global trading. I look forward to carrying this on, going forwards.

All this and more later in this edition

Best regards,

Karen Mercer-West

### Turkish Airlines



The MWTF is delighted to announce that Turkish Airlines are offering FREE membership of the **Turkish Airlines Corporate Club to paid up MWTF members.**

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### Events and Market Visits

Supported by  
**West Midlands Chambers of Commerce**



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Turkish Airlines are extremely proactive and are expanding rapidly. They already cover South Africa, China and many parts of the Middle East as well as the USA, Australia and Central Europe - They don't just fly to Turkey!

Click [here](#) for the full list of countries and the full offering, which includes the use of lounges, increased baggage allowance, free overnight stay if your connection is longer than 10 hours and no charges for change of flights.

If you are interested in this offer, or wish to become a MWTF member so that you can take advantage of this, please contact us on [info@mwtf.org.uk](mailto:info@mwtf.org.uk)

## The Bribery Act - Explained

On the 6th April 2011, the MWTF facilitated an event sponsored by Squire, Sanders & Hammonds, introducing the new Bribery Act - which comes into force on 1st July 2011.



Delegates had the opportunity to hear from Bribery Act experts Amanda Beaton and Andrew Sanderson, who both gave informative and interactive presentations on key legal changes introduced by the Act. Delegates were also advised on procedures that they need to adopt to minimise risks, ensure compliance and deal with suspected non-compliance.



Pictured: Karen Mercer-West, Andrew Sanderson and Amanda Beaton

The event was extremely successful and ended with a survey led by Karen Mercer-West, where figures show only 5% of total attendees considered their companies to be correctly and adequately protected. By popular demand, the MWTF will be hosting another seminar. Full details are below:

**Date:** **2nd June 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](mailto:k.lee@mwtf.org.uk)

Guidance to help commercial organisations implement procedures in line with the Bribery Act can be found by clicking the following link:

[Bribery Act guidance](#)

**China - Being Serious About International Trade**

China is one of the largest emerging markets offering enormous growth opportunities for businesses in the UK. As well as having a population of 1.5 billion people, China has also the second largest economy in the world.

This seminar provides an overview and practical aspects of exporting to China. It is for those who are considering China as one of their export markets, making the most of what China has to offer. Delegates will also get a chance to hear about IPR (Intellectual Property Rights) and Brand Protection.

At this seminar, you will hear from:

- **Stewart Ferguson** – China Business Advisor - China-Britain Business Council - Market Development and Challenges
- **Charlotte Crowhurst** – Partner – Potter Clarkson - An introduction to getting IP protection in China
- **Claire O'Brien** – Associate – Wragge & Co - Aspects of IP enforcement

**Date:** 9th June 2011 - China - Being Serious about International Trade,

**Duration:** 10am - 2pm

**Location:** Cranmore Park, Cranmore Avenue, Shirley, Solihull, West Midlands, B90 4LF

**To Book Contact:** Karen Lee at [k.lee@mwtf.org.uk](mailto:k.lee@mwtf.org.uk)

### MWTF Events Calendar

The MWTF has hosted a wide range of events this year and is constantly developing new seminars and event to help our members as they develop their trade strategies. Click on the link below to see an overview of our up and coming events in 2011:

[Events Calendar](#)

### 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

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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](#)

***Make International Trade Work For You***

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