

# southeastnews

News on export opportunities  
Autumn 2002



## The Duke of York's visit inspires the region

### Walk into US Government contracts

Through Trade Partners UK your company could get a slice of this lucrative action

### South East leads the way to Mexico

Scores of companies in the region rely on business with what is the world's eighth largest trading nation



**TRADE**  
PARTNERS UK

[www.tradepartners.gov.uk](http://www.tradepartners.gov.uk)

# Duke of York receives a royal reception

A visit to the Trade Partners UK Team in the South East England Development Agency (SEEDA) kicked off a hectic day for The Duke of York on a visit to Surrey in July. The Duke of York took time to meet with all the members of Trade Partners UK's South East Regional Team.

His Royal Highness The Duke of York enjoys meeting the Trade Partners South East team. Left to right: Vineeta Bali, Vicky Thompson, Chris Burchell, Philip Worley, The Duke of York and Louise Williams.



plenty of room for improvement. He went on to detail the steps that Trade Partners UK is taking in partnership with SEEDA and Business Links to encourage companies with no prior export experience to develop the right skills, tools and knowledge to export successfully overseas.

The Duke of York was keen to find out more about the responsibilities held by Trade Development Co-ordinator Chris Burchell and spoke to Trade Partners UK team members Philip Worley and Louise Williams about what their roles involved.

His Royal Highness was particularly interested to hear how the Regional Team promoted Trade Partners UK services across the region, and was pleased with their success to date.

The highlight of the Duke's visit was a presentation by Deputy International Trade Director for the South East, Christopher Innes (see opposite). Chris gave a brief overview, outlining Trade Partners UK's vision for the future, detailing a variety of the projects currently underway that aim to stimulate the growth in international trade by companies in the South East. His Royal Highness was interested to hear from Chris that the economy of the South East of England is larger than that of Denmark, Norway, Greece or Portugal. Chris explained that international trade was a major contributor to wealth creation in the region, contributing almost 20% of the South East's GDP. But with only 20,000 of 255,000 companies in the South East currently exporting their goods overseas, there is

The Duke of York was particularly keen to find out how Trade Partners UK and their partners go about identifying which local businesses are ready to export and what types of practical help exist in the South East to assist local businesses that wish to expand their export portfolio. Chris explained some of the key elements of "your passport to export success" programme, which is Trade Partners UK's flagship trade development initiative. He also explained the kind of activities that Trade Partners UK organise to stimulate interest in the potential for exporting amongst businesses which may not have previously considered the move into international trade. As an example Trade Partners UK has recently organised a seminar on how to successfully gain business from US Government Departments and Agencies (see later).

The Duke of York demonstrated his awareness of business conditions in the South East and was very keen to speak with members of staff and learn more about how Trade Partners UK co-ordinates its activities. His Royal Highness also met SEEDA's Head of Regional Investor Development, Liz McSheehy, Peter Taylor, Head of Sector Development, as well as Michael Dewick, SEEDA's Head of International Market Development.

# What The Duke of York learnt about the South East region

## Extracts & Key points:

### Maximising international trade creates wealth for the South East

- Evidence shows that companies that trade internationally have higher levels of productivity, employment and sales.
- The South East's economy is critical to the performance of the UK as a whole, with a GDP of £130 billion last year representing 16% of the UK's total GDP.
- The South East's economy is larger than that of Denmark, Norway, Greece or Portugal.
- Nearly 20% of the Region's GDP of £28 billion was a direct result of exporting goods overseas.
- Currently 20,000 companies export out of the total of 255,000 VAT registered businesses in the South East. The opportunity is in encouraging those that do not export, to do so.

### Encouraging companies to begin trading internationally

1. "Your passport to export success":
  - Helps companies to develop the right tools, skills and knowledge to trade successfully overseas.
  - Already there are 600 companies nationally on the programme with more than 100 of them in the South East.
  - The South East is the leading region for this programme.
2. Training
  - Trade Partners UK in the South East is working with SEEDA's Learning & Skills Team on a project to identify what the skills needs of companies that aspire to trade internationally are.
  - And to map out what is being provided in the way of courses from suppliers in the region.

### Helping existing exporters to build their international trade

- For example helping a company with a track record in one area to open up markets in another.

- Through specialist events and activities, many targeted at key sectors of importance to the South East's economy.
1. International "Meet the Buyers" events
    - International "Meet the Buyers" events are a targeted tool for encouraging exports within specific industry sectors.
    - They reverse the traditional exhibition by placing buyers from overseas companies on the exhibition stands ready to meet UK Suppliers. The exporter benefits from the opportunity to present its products and services directly to senior buyers.
    - They usually see 15-20 buyers in one day. To date six International Meet the Buyers events in the aerospace, healthcare and transport sectors have taken place and have generated over £11 million of business for UK companies.

2. Specialist events
  - In May, Trade Partners UK invited a group of senior business people from Washington DC to give a presentation to 80 South East companies on how to do business with US Government Departments and Agencies.
  - Trade Partners UK will continue to develop specialist events like these for the more experienced exporters.
3. Collaboration
  - Trade Partners UK is developing clusters of businesses who, by working together, can trade more successfully overseas.
4. Sector specialists
  - A key project between Trade Partners UK, SEEDA and the Business Links is the addition to the team of 6 sector specialists to help companies in the ICT, Healthcare, Creative Industries, Aerospace, Marine and Environmental Technologies sectors to improve their international trade activity.

The overall objective of which is by 2005 to:

- Increase the number of companies trading internationally to 23,000 and to increase the value of international trade for the South East to more than £34 billion.

**Interested in becoming a successful exporter?  
Contact your local Business Link (see page 12 for details).**



Chris Innes, Deputy International Trade Director for the South East, outlines Trade Partners UK's vision for the future.

# Duke of York makes a Business Link

Rosemary French the Chief Executive of Business Link Surrey welcomes His Royal Highness Prince Andrew to their Woking offices. Next To Rosemary is Peter Evans, Chairman of Business Link Surrey, and also in attendance Mrs Mehala Gosling, Mayor of Woking and her husband.



The Duke of York (left) talks with John Amies, Dermot Shean and Iain Brown of Business Link Surrey. In the background can be seen Debbie Dacombe, Head of the International Trade Team.

As part of his busy schedule The Duke of York included a tour of the Business Link Surrey offices in Woking where he heard from the front line staff just how the export message was being successfully carried to the County's companies. Staff at the Business Link gave a series of presentations detailing the Business Link's strategy with specific stories of client successes.

The Duke of York participated in a debate with Business Link Chief Executive Rosemary French and members of the International Trade Team. His Royal Highness stressed the importance of strong branding in raising awareness of Business Link's capabilities to a wider audience. In return he listened intently as Rosemary French explained how Business Link's advertising campaigns and other marketing activities were getting the message across to the business community.

Following a presentation by Chris Burchell, Trade Development Co-ordinator, and Debbie Dacombe, Head of International Trade Team, which detailed Business Link's success in the "your passport to export success" programme, His Royal Highness met with Peter Evans, John Amies, Dermot Shean, Richard Booth, and Sue Dean.

The Duke of York also met with Business Link clients John Dennis and Alan McClafferty (from John Dennis



Coachbuilders Ltd) and discussed with them their experience of the "your passport to export success" initiative. The Duke of York was introduced to Duncan Norris's company, Boatscrubber International, and EML Ltd, where he met with Syd Harris and Jane Gorrie.

Staff enjoyed impromptu chats with His Royal Highness as he took time to tour the office and meet various members of the Marketing, IT Knowledge and Women In Business teams. The Duke of York was keen to learn about the Surrey Hills project, a locally formed business that produces environmentally-friendly food for the area, and the work of the Manufacturing Advisory Service.

All in all, the visit was a great success and the Business Link are hoping to involve His Royal Highness in more projects over the next few months.



# HRH The Duke of York visits software company

The Duke of York took advantage of a visit to the South East region in July to see the latest developments in computer games technology in a world-class company located in Surrey. The Duke toured the UK studio headquarters of software games giant Electronic Arts Ltd in Chertsey.

Electronic Arts Ltd (EA) develops, publishes and distributes computer games software for PC's, consoles and the Internet. It is best known for its EA SPORTS™ range of games but has had a recent best seller with the official "Harry Potter™ and the Philosopher's Stone" game.

The Duke of York was greeted by the local Lord Lieutenant, Ms Sarah Goad, and was introduced to key personnel at Electronics Arts including Paul Marsden (HR Director), Bruce McMillan (Executive Vice President for Global Studios) and Steve Dauterman (Vice President & UK Manager).

The Duke of York then toured Electronic Arts impressive contemporary premises - designed by Lord Norman Foster - and saw the design teams at work. His Royal Highness met John Miles, Art Director for the Harry Potter™ computer game, and was talked through the process of how a game is created; the Duke saw how the initial sketching and storyboards are developed to create the finished product.

Jeff Gamon, Executive Producer of the 'Next Generation Harry Potter™ Games', then gave the party a demonstration of the Harry Potter™ game. His Royal Highness saw the various processes used to integrate different functions into a game to allow ease of game play. His Royal Highness also greeted staff that work in the Publishing Group of Electronic Arts and met Mo Channon, one of the company's longest serving employees who has worked on the reception desk for 14 years.

Before his departure, The Duke was presented with a commemorative plaque to mark his visit along with some computer games to try out!

The visit was organised by Trade Partners UK and Liz McSheehy, Head of Regional Investor Development at the South East England Regional Development Agency (SEEDA).



John Miles, Art Director for the Harry Potter™ computer game takes His Royal Highness through the process by which a computer game is created.

# Walk into US Government contracts worth £160 billion each year

More than 80 companies attended a US Government Procurement Seminar earlier this year and many have already made inroads into these contracts.

## Selling to the US Government

Not many companies know this: the US Government procures goods and services from the public sector to the tune of £160 billion each year. And even fewer companies know this: through Trade Partners UK your company could get a slice of this lucrative action.

Just how to get on this export bandwagon is the subject of three seminars in the South East, entitled "How to sell to the US Government". These seminars are open to businesses of all kinds and cost just £35 per delegate.

The US Government, having recognized that it makes economic sense to procure goods and services for the public sector, is increasing purchasing levels and opening up still greater opportunities for UK Firms.

This growing trend in procurement provides opportunities for UK firms in all sectors ranging from information technology to network security to biotechnology.

UK businesses can learn more about contracting with the US Government or increasing current US business at these seminars to be held from 22 - 25 October. Keynote speaker Don Neese from Lockheed Martin and a panel of British and American executives will discuss best practices of doing business with the US Government. The speakers will also be available during the events for one-on-one meetings to discuss in more detail how UK companies can access US Federal Government contracts.

Sponsors include the Greater Washington Initiative (a regional US marketing organization that promotes the Greater Washington DC region), Trade Partners UK, the British Embassy in Washington, British American

Business Inc, the Confederation of British Industry and the Society of British Aerospace Companies.

Due to the tight timing we recommend you make an urgent enquiry (and for registration) to: Sue Elfring at Crest Communications (PR) Ltd, 20 Lutterworth Road, Attleborough, Nuneaton CV11 4LD.

Tel no: 024 7664 2428; Fax: 024 7638 7390;  
E-mail CRESTCOMMS@aol.com.

## How to sell to the US Government

### **Ascot**

Tuesday 22 October

### **Birmingham**

Thursday 24 October

### **London**

Friday 25 October

## Sessions:

Greater Washington DC: Peter F Nostrand, President & CEO, SunTrust Bank, Greater Washington.

Using an agent - best practices for UK companies: Chris Score, Managing Director, RTE.

Subcontracting - best practices for UK companies: Pat Whelan, CEO Active Navigation.

Selling through the GSA Schedule: Rod Flavell, Managing Director, FDM Group.

A prime contractor's perspective: Don Neese, Director Lockheed Martin Corporation.

How Trade Partners UK and The British Embassy in Washington DC can help: Fred Bassnet, Export Promoter Trade Partners UK, North America and Roy Forey, Vice Consul, British Embassy of Washington DC.

The American Experience: William A Hanbury, President & CEO, Washington DC Convention and Tourism Corporation.

# Great strides...

Lewis Scott has been Trade Partners UK International Trade Director for the South East for two years. Here he reflects on the positive progress the organisation has made in that time:

"The last two years have been challenging but highly rewarding. The South East region has been one of the lead regions in developing the Trade Partners UK - 'your passport to export success' initiative. We are working ever more closely with our Business Links and the South East England Development Agency (SEEDA). Business Link International trade teams deliver Trade Partners UK services to companies. In SEEDA, Marianne Neville-Rolfe's Business and International Division has engaged with us to form a close partnership. Examples of work with SEEDA include:

- Sectoral working groups, SEEDA's inward investment section, and company aftercare - all seek to enhance the competitiveness of businesses through international trade.
- Business Link Wessex will shortly be recruiting six International Trade Advisers, funded by SEEDA, who will have a specific industry sector focus and operate across the whole South East region, to provide a specialised resource to complement the support already available by our business links.

- Last year saw the restructuring of the Business Link network, from which emerged a group of business support organisations able to provide a range of information, advice and other help to businesses.

There is a closer working relationship across the region and this is delivering positive results. There is now a stronger sense of regional identity across the local teams. We have also seen the consolidation of Trade Partners UK moving from trade promotion to trade development and growing the export capabilities of businesses.

During the two years, we have run four "Meet the Buyers" events generating £11 million worth of export business. Now 130 companies are going through the "your passport to export success" initiative. I am delighted and encouraged by the real support and guidance given by our Regional International Trade Forum, chaired by former SEEDA Board member Bryan Davies. I acknowledge the huge input individual Forum members have made to the development of the South East International Trade Strategy, which we published last year.

The last two years have been a time of great challenge but highly rewarding in terms of the results we have achieved working with our partners. We look forward to the future with enthusiasm".



## New Appointments

### Chief Executive - British Trade International

Sir Stephen Brown KCVO has been appointed British Trade International's Group Chief Executive to replace Sir David Wright who is retiring. Sir Stephen, who is currently High Commissioner to Singapore, has extensive experience of trade and investment promotion. He was First Secretary Commercial in Paris (1980-85), was attached to the DTI to work on a comprehensive review of export promotion policy in 1989, and later in that year he went to Melbourne as Consul-General. In 1994 he was posted to Peking as Director of Trade Promotion in China. Sir Stephen was appointed British Ambassador to the Republic of Korea in 1997 before his move to Singapore in March 2001.

### Chairman of SEEDA

Jim Brathwaite CBE has been appointed Chairman of the South East England Development Agency (SEEDA),

taking over from founder Chairman, Allan Willett CMG, when he steps down in December.

Jim Brathwaite is Chief Executive of XL Entertainment, a media rights and holding company based in Chichester, which he founded in 1997. In 1996 he became Britain's first black CEO of a publicly quoted company when he floated Epic Interactive Media. Mr Brathwaite became a Director of Sussex TEC Ltd in April 1993 and was elected to the board of Sussex Enterprise in 1995. He was the founding Chair of Business Link Sussex and is a founding Director of 'Wired Sussex'.

Jim Brathwaite is a member of the National Small Business Council, Treasurer of the Caribbean Advisory Group at the Foreign and Commonwealth Office and a member of the Government's Export Advisory Committee for the 'Americas'.



Sir Stephen Brown KCVO



Denise Holt is Her Majesty's Ambassador in Mexico, and has worked in various positions in the Foreign & Commonwealth Office since 1970.

# South East leads the way to Mexico

By Denise Holt

Mexico may seem a world apart from the South East of England, but did you know that scores of companies in the region rely on business with what is the world's eighth largest trading nation?

Around 251 companies in the South East, involved in a diverse range of sectors, are already active or are targeting this highly lucrative market as part of their strategies for success. They are among many companies in the South East that together were responsible for making our region the main UK regional supplier to Mexico by exporting almost £124m of products to Mexico in 2001.

Their interest in Mexico is no surprise. The country's potential for UK companies, both as a market in her own right and as a springboard into the USA, is enormous. Mexico is a powerful magnet for both foreign direct investors and exporters, and enjoys a privileged role within the North American Free Trade Agreement (NAFTA). The introduction of the EU-Mexico Free Trade Agreement will allow British companies by 2007 to have tariff-free access to a market of 100 million people and a springboard into the USA - the biggest trading nation in the world.

There are many areas of opportunity including:

## Healthcare

The Mexican Government is determined to reform the healthcare system and is looking to the UK for help. As reforms are partly based on the NHS model, restructuring offers British companies significant opportunities across the board, including openings for consultants who have knowledge of the reforms in the NHS over the past decade. Mexico also needs to invest in new equipment, most of which has previously been sourced from the US. With the EU-Mexico Free Trade Agreement UK companies can now take advantage of the opportunities for equipment and technology.

## Security

Security has become one of the fastest growing sectors. Demand for commercial, industrial, home, automobile, and personal security products and services has increased at an average rate of 24.81% over the last four years; and some sub-sectors are growing at a faster rate.

Many opportunities have arisen in the public sector as public law enforcement agencies seek to modernise equipment and training. There is huge potential in the private sector too as companies and individuals look to acquire up-to-date products and services. Private security firms are widely employed in addition to government agencies.

Demand exists across the entire range of security products from CCTV, motion sensors and telecommunications equipment to safes, alarms, bullet-proof vests and glass, and also for consultancy and training.

## Airports

As a huge country divided into 32 states, Mexico has an extensive network of international and regional airports. The international airports have all been successfully privatised and the federal airport operators Aeropuertos y Servicios Auxiliares (or ASA for short) retains direct control over most of the others.

The postponement of the project to build a new US\$4 billion airport for Mexico City will serve only to increase pressure on the current international airport, presently operating at near-saturation point, and on the regional airports in neighbouring cities.

This, in turn, actually increases short and medium term opportunities in a number of areas such as runway and terminal capacity management, air traffic control,



security, retail activities and passenger terminal development.

### Construction

Covering almost 2 million square kilometres (about 8 times the size of the UK) and with around 100 million inhabitants, Mexico has infrastructure needs which will require huge levels of investment. One initiative being taken forward by the Mexicans is the Puebla Panama Plan, which aims to improve and extend the infrastructure of southern Mexico and the Central American nations. PPP/PFI is also being studied as a means to provide much needed infrastructure investment (see also Financial Services below).

There are many opportunities in consulting engineering and project management, in particular for those willing to invest or to create joint ventures and partnerships with local companies in roads, tourist infrastructure, water treatment, natural gas, airports, power generation and housing.

Companies with innovative systems and technologies in all construction fields are also likely to find a receptive market. As for building supplies, roofing materials, bathroom and kitchen fixtures offer potential for UK firms.

### Financial Services

With needs outpacing resources, the Mexicans are actively considering PPP/PFI as a means to bring in much needed investment and provide cost-effective and quality public services. The appointment of Partnerships UK as advisers to the Mexican government demonstrated their interest in the scheme at the highest level and it is hoped that opportunities for UK companies experienced in PPP/PFI will follow. UK companies have also shown recent interest in the banking, microcredit and remittances markets.

# Go karts go East

Following attendance at trade exhibitions and other assistance from Trade Partners UK, Pacer Leisure Vehicles from Aylesbury is supplying theme parks in the Middle East with their UK manufactured children's electronic 'Cub-Karts'.

Through its marketing arm JT International, the company has supplied theme parks in Abha, Saudi Arabia and Dubai with its child-sized electric rally cars after securing a contract whilst at the Theme Park and Amusements trade exhibition in Dubai.

Pacer Leisure Vehicles was heavily involved in the design and execution of the buyer's theme parks and has already dispatched consignments of the go-karts worth £90,000 with more orders expected. In addition to its success in Dubai, the company sold shipments of both adult and child-sized go-karts to two other theme parks in Saudi Arabia direct from its stand at the exhibition.

Angela Haselwood, Pacer Leisure Vehicles company secretary said, "Although our commercial success was initially down to our own contacts and marketing, we firmly believe that we would not have been able to get this far without the assistance of Trade Partners UK. We are very pleased with the reception our go-karts have had in the Middle East and are keen to continue expanding in that market."

Pacer Leisure Vehicles has over 100 operators in the UK, supplying children's parties, shopping malls, schools and fêtes. Producing a range of electric and petrol Rally Karts, the company has been manufacturing for over 25 years.



# Trade Partners UK flies high at Farnborough



Farnborough International, the world's premier aerospace business event, continued to wow its exhibitors and visitors this year. This aerospace exhibition and flying display, held in July, once again confirmed its position as one of the largest aerospace exhibitions in the world.

Visitors were keen to spend time meeting representatives from Trade Partners UK. The national stand attracted a great deal of attention and was well equipped with information packs and promotional material, all designed to raise the profile of the organisation as well as offer one-to-one advice to exporters and potential exporters. Trade Partners UK also used the event to entertain a rich variety of overseas visitors from as far afield as Malaysia and India, and to meet buyers from Germany, Switzerland and France.

Trade Partners UK supporting groups were also very much in evidence at Farnborough, and the British

Airports Group breakfast enabled guests to network with staff and board members, and to get an update on the latest developments and future plans.

Elsewhere at Farnborough, Patricia Hewitt, Secretary of State for Trade & Industry, chaired a meeting for transport ministers and leading industry representatives from Spain, France and Germany to discuss the current conditions in the European aerospace industry. DTI Ministers Lord Sainsbury, Baroness Symons and Alan Johnson also visited the airshow.

The Farnborough Airshow is held every two years at the Farnborough Aerodrome in Hampshire and is the largest temporary exhibition in the UK, if not the world. The 1,260 exhibitors from 32 countries were accommodated in 71,000 m<sup>2</sup> of temporary structures with a further 42,000 m<sup>2</sup> of outdoor space. Attendance reached 290,000 visitors over the five trade and two public days. The value of orders announced reached \$9 billion.

Farnborough International 2004 will be from 19th - 25th July.



## Hoist company gets export lift

Chiltern Invadex, based in Oxford, a leading manufacturer of medical care products for mature and less able people, has increased its international customer base by winning a major contract in Spain following assistance from Trade Partners UK.

The company won the contract to install 39 of its Wispa Ceiling Mounted Hoists in the Nou Guttmann Rehabilitation Institute, Barcelona after months of work with Trade Partners UK's teams in Barcelona, Madrid and Chiltern Invadex's Spanish distributor. The opportunity had been highlighted when the company attended an exhibition with Trade Partners UK in Spain. Chiltern Invadex designated Spain as a priority market for its moving and handling range, which includes electrically operated ceiling mounted hoists for institutional and domestic use.

With export sales already established in the EU, Far East, Australia, South East Asia and Canada, Les Plant, export manager at Chiltern Invadex is not complacent. "I am constantly on the look out for market gaps and, having won this order in Barcelona against major



international competition, we will be using our success there to attract further orders in Spain."

Mr Plant recommends the services of Trade Partners UK. "Our next move is to increase our exports to Germany and I have worked with Trade Partners UK to obtain a Tailored Market Information Report which fully analysed the market for our products, identified sector specific prospects and provided details of agents and distributors. We also firmly believe in visiting the market via missions or exhibitions."

In addition to ceiling mounted hoists for care situations, Chiltern Invadex also manufactures mobile hoists and a range of showers for care situations.



## Focus Barcelona

Epsom-based Greenman Toners Ltd (GTL) is setting up an office in Barcelona after commissioning a Tailored Market Information Report (TMIR) on Spain from Trade Partners UK.

The company contacted Trade Partners UK in order to find a suitable location that was central to its operations in Spain. The Tailored Market Report consisted of detailed information on the Spanish market, listing relevant distributors and agents. GTL used the findings from the report to find a location that met all of its requirements.

The UK manufacturer of compatible toner and ink cartridges for computers will employ its new Barcelona base as a holding centre for used print cartridges collected in Spain and Portugal. The cartridges will then be shipped to the UK to be recycled and then re-distributed to Spain using the new facility. Greenman Toners anticipates that its Spanish Depot will employ 34 people.



Rob Bishop (left) and Fred Duffy, Greenman Group Chief Executive Officer.

Fred Duffy, chief executive at GTL said, "We have commissioned a number of Tailored Market Information Reports and have an excellent, long-standing relationship with Trade Partners UK. We are very keen to expand our presence in Europe and intend to continue using Trade Partners UK services."

# Events for the South East region

## Contacts:

Ray Lowe,  
Trade Partners UK,  
London Square, Cross  
Lanes, Guildford,  
Surrey GU1 1UL  
Tel: 01483 500763  
Fax: 01483 484295  
Email:  
raylowe@seeda.co.uk

## Business Links:

Berkshire  
01753 870 684  
Kent  
01732 878032  
Milton Keynes,  
Oxfordshire and  
Buckinghamshire  
01865 408303  
Sussex  
01444 259253  
Surrey  
01483 713318  
Wessex (Hampshire &  
Isle of Wight)  
01329 223215

Trade Partners UK is the service arm of British Trade International which brings together all of the Government's services and activities supporting Britain's trade development and overseas investment

URN 02/320b

## Security "Meet the Buyers" Event

Arora Hotel, Crawley, Nr Gatwick  
1 October 2002  
Contact: Business to Business Exhibitions  
020 7700 0008

## Spain "Export Explorer" breakfast briefing

1 October 2002  
Contact: Business Link Surrey 01483 713355

## Joint SEE/HSBC International Trade Event

University of Sussex, Brighton  
17 October 2002  
Contact: Business Link Sussex 01444 259175

## Telecommunications Manufacturers Association (TMA)/Communications Manufacturers Association (CMA) Exhibition

Grand Hotel, Brighton  
21 October 2002  
Contact: Trade Partners UK South East regional team  
01483 470 127

## "How to Sell to the US Government"

Royal Ascot Racecourse, Ascot  
22 October 2002  
Contact: Trade Partners UK South East regional team  
01483 500 764

## Handling Letters of Credit

22 October 2002  
Contact: Business Link Kent 01732 878508

## "Export Explorer" Roadshow for Denmark

28 October 2002  
Contact: Business Link Milton Keynes Oxfordshire & Buckinghamshire 01865 408303

## Selecting & Managing Overseas Partners

Early November 2002  
Contact: Business Link Surrey 01483 713355

## "Export Explorer" to Sweden

3 - 6 November 2002  
Contact: Business Link Wessex 01329 223206

## Trade Mission to Hong Kong

4 - 8 November 2002  
Contact: Business Link Sussex 01444 259242

## Handling Letters of Credit

7 November 2002  
Contact: Business Link Sussex 01444 259175

## Top Tips for Managing Overseas Distributors

14 November 2002  
Contact: Business Link Kent 01732 878508

## Trade Mission to Taiwan

18 - 22 November 2002  
Contact: Business Link Kent 01732 878508

## Trade Mission to Singapore and Indonesia

18 - 27 November 2002  
Contact: Business Link Sussex 01444 259242

## Annual Export Luncheon

Copthorne Effingham Park Hotel, Nr Gatwick Airport  
22 November 2002  
Contact: Trade Partners UK South East Regional Team  
01483 470 127

## Selecting & Managing Overseas Partners course

Late November 2002  
Contact: Business Link Sussex 01444 259175

## Trade Partners UK Services Day

November 2002  
Contact: Business Link Kent 01732 878508

## "Export Explorer" to Düsseldorf

2 - 5 December 2002  
Business Link Wessex 01329 223206

## Export Procedures & Documentation course

10 December 2002  
Contact: Business Link Sussex 01444 259175

Further events can be found by visiting the events database at [www.tradepartners.gov.uk](http://www.tradepartners.gov.uk)