



# South East News

Special supplement



**TRADE PARTNERS UK**

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

## How to get your slice of a very large cake



### US Government Procurement Seminar

More than 80 companies in the South East were introduced to the potential of substantial US Government business at a seminar held in Gatwick in May. The US Government Procurement Seminar organised by Trade Partners UK covered the IT, biotechnology and healthcare markets. Through their procurement system the US Government spends in excess of £37 billion and the participants were told how they could gain a share of this lucrative business.

Make no mistake, this was a seminar full of information, presented by leading experts and designed to inform as well as excite.

#### Areas covered included:

- The importance of location in selling to the US Government.
- The process involved in accessing US Government contracts with all the do and don'ts.
- How to retain US Government business once won.
- An insight into the legal aspects and requirements for doing US Government business.

The seminar took place during the morning, with the afternoon given over to networking and the

opportunity to quiz the experts on a one-to-one basis.

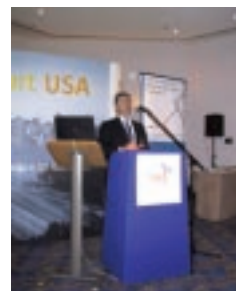
#### The Presenters:

Thomas G Morr, Managing Partner of the Greater Washington Initiative (GWI), an affiliate of the Greater Washington Board of Trade, and a regional partnership that helps companies from around the globe to gain Government business: **'The importance of location in selling to the US Government'**.

Frank Pugliese of the Carmen Group and a former Commissioner of the General Service Administration: **'Strategies for selling to the Federal Government'**.

Ted Roumel, Assistant Director of the National Institute of Health Office of Technology Transfer: **'Bioscience & healthcare opportunities for international companies'**.

Neil Carr, Partner, Bibirik Albert Vangellow & Shaheen: **'A British lawyer's perspective on setting up US operations'**.



**The US Government Procurement seminar was organised by Trade Partners UK, North America Desk, GWI and the South East Regional Office. In association with SEEDA, M4 Innovation Network, BABI, CSSA, BIA, TIA and ABHI.**

Trade Partners UK is currently exploring the possibility of hosting further seminars by the GWI in October 2002. If you are interested in finding out more about this please contact Joanne Jones on 020 7215 4456 or Daren Hartwell on 020 7215 8735.



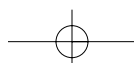
#### In this issue:

Gateway to China

Golden opportunities at the Athens Olympics

Bombay Bangers: how to spice up some export activity

July 2002





# Approaching the China market

The UK is already the leading European exporter to China with more than 2,600 UK joint ventures established and with investments exceeding US\$17 billion. But this is just the beginning. In 2001 total exports to China, including those routed through Hong Kong, amounted to £2.4 billion, 12% up year-on-year. The purchasing power of China's 100 million middle class alone is set to rise by some 500% by 2005.

of 1.2 billion, it is no ordinary market: the sheer size of the country, its business culture and its trading systems can make it a confusing and complex place in which to do business".

Did you know?

- Hong Kong is the UK's 14th largest market with exports of £2.67 billion in 2000.
- Nearly 40% of all UK exports to China go through this gateway.
- Taiwan has one of the most robust economies in the Asia Pacific Region.
- Taiwan has the highest levels of mobile phones of any nation in the world with more than one phone for every person.
- By virtue of its massive investments, Taiwan is also an important and growing gateway into China.



**Russell Evans of Eric Robinson & Co Solicitors was the winner of two Air China tickets to Beijing and Hong Kong.**

How companies in the South East can succeed in this fast growing market was the focus of workshops organised by Trade Partners UK in May of this year. Participants in Winchester and Bracknell were given practical help and advice and a realistic insight into a market with almost unlimited potential.

The workshops not only educated and informed those companies which have yet to export to China, but proved to be a valuable source of information for organisations already actively involved in the country. Some 50% of UK exports to China are sold directly either through local agents and distributors or via locally based UK enterprises.

In addition to the main presentations there were opportunities to meet the speakers, and a number of business support organisations mounted exhibition stands. For information on how to benefit from the enormous Chinese market, call Trade Partners UK.

Each day comprised of a number of presentations covering key subjects:

- How any business can realistically address the market.
- 2008 Olympic opportunities.
- Implications of WTO membership and the financial implications of trading with China.
- Hong Kong as a gateway.
- Taiwan and China.
- Investing in China.

As Lewis Scott, International Trade Director - South East, for Trade Partners UK said: "With a population



**Tim Handcock, Senior International Trade Adviser at Business Link Wessex, who chaired the formal presentations.**

## euro help

The South East Euro Awareness Forum (SEEF), which had been providing practical and strategic help to business on the effects of the introduction of the euro, has been phased out. Local companies should now seek advice from the region's six Business Links.

A number of seminars are being held to mark the handover and those interested should call the euro helpline. The helpline will continue to operate until the end of September and can answer any specific euro questions from the South East business community.

Typical questions into the helpline:

**Q.** Which banks are the best for euro bank accounts?

**A.** Shop around, they are all different

**Q.** On invoices that I issue in euros, do I have to quote any VAT either in euros or sterling?

**A.** VAT must be quoted in sterling but you can pay in euros.

**Q.** How do I avoid exchange rate risk?

**A.** Open a euro account and use it to pay bills in euros provided you have the opportunity to do this.

**Q.** Should I update my website to quote euros?

**A.** If your products are sold in the EU then yes, it should be updated.

**Q.** What rate of exchange should I show?

**A.** It is up to you as long as it is clear what it is.

**Q.** Does my price list have to be the same in all EU countries?

**A.** No, you can differentiate between markets. Some will incur different transport costs and taxation will vary throughout Europe.

**euro Helpline**  
**02380 832 866**

3 Squeezing fresh exports

## Squeezing fresh exports

British drinks manufacturer "thejuicecompany" is now exporting its smoothie fruit drinks to the USA as a result of attending a Trade Partners UK reception at the International Food Exhibition in London. There they met and secured a contract with one of the biggest soft drinks importers in the USA - Natural Group, Inc.

London-based thejuicecompany already supplies Sweden, Norway, Denmark and Bermuda with its products of 100 per cent pure crushed fruit. Now, the company's "smoothiepacks" range including mango, raspberry and passion fruit flavour can be seen on the shelves of all the major natural food stores in the USA .

Launched by Josephine Carpenter in 1999, thejuicecompany took its products to the exhibition last year and has seen tremendous results since. "Having never exported to the USA, we were unsure

of what to expect. The Natural Group, Inc requested that we redesign the packaging of the smoothiepacks to make them more descriptive by including fruit in the design. We worked with our in-house design team and produced another version of the packaging - specific to the USA market. As a result, smoothiepacks are currently being shipped to the USA at a rate of 11 containers a month." explained Ms Carpenter, managing director of thejuicecompany.

Richard Keer, president of Natural Group, said of the new contract: "The USA is not just one market - the duty, freight, the pricing structure varies from state to state and a lot of new exporters struggle due to a lack of understanding. Being a small firm, thejuicecompany could act fast. Within 48 hours it had come up with a range of new designs, incorporating all the US labelling requirements."





## Olympic golden opportunities



It seems like a long way off, but there's only just over 850 days to go till the 2004 Olympic games in Athens. However, with the help of Trade Partners UK, there is plenty of time to get involved in the wide range of projects emanating from Greece. There will be major projects to bid for as well as a plethora of sub projects.

Firstly you will need to be in the Trade Partners UK directory of firms interested in bidding for opportunities. To be included please contact via email to [british.embassy.2004@fco.gov.uk](mailto:british.embassy.2004@fco.gov.uk). Trade Partners UK will be publishing details of sales opportunities on [www.tradeuk.com](http://www.tradeuk.com)

### The size of the opportunity

The State budget for the games has risen to €4.4 billion. 66% of this amount is provided by the state, 23% will come from Community Support Framework and 11% from the IOC, sponsorship (80% achieved), broadcasting rights and ticket sales. It is thought that this might increase further to €6.5 billion.

About £140 million will be allocated to works in the central passenger port of Piraeus to improve infrastructure in view of the increased traffic during the Games. £44 million of the budget amount will be provided by Piraeus Port Authority and the rest will be self-financed. Piraeus Port Authority will announce a tender within the forthcoming months.

### Construction and building materials

The following items are expected to be in demand: Electrical and lighting equipment, construction machinery, equipment for the athletic and other sports facilities.

### Accommodation and food

It is estimated that there will be approximately two million visitor overnight stays in the Athens area during the 2004 Olympic Games. Licences for the construction of 28 hotels in Athens with a total capacity of 6,800 beds were approved, with renovations and additional constructions to the

already existing hotels expected to result in 9,000 new beds.

In addition there will be the need to develop extensive catering facilities including restaurants, snack bars and fast food kiosks. The cost of catering for the Olympic family during the games and of the meals for the personnel is estimated at €121 million. Approximately 12 million meals will be served during the Games. It is estimated that 100 tons of food will be consumed daily, the main restaurant will have a capacity of 6,000 meals per hour and the total requirement will be 50,000 meals per day.

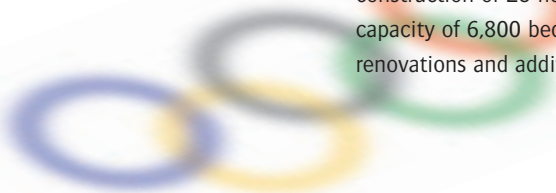
### Telecommunications

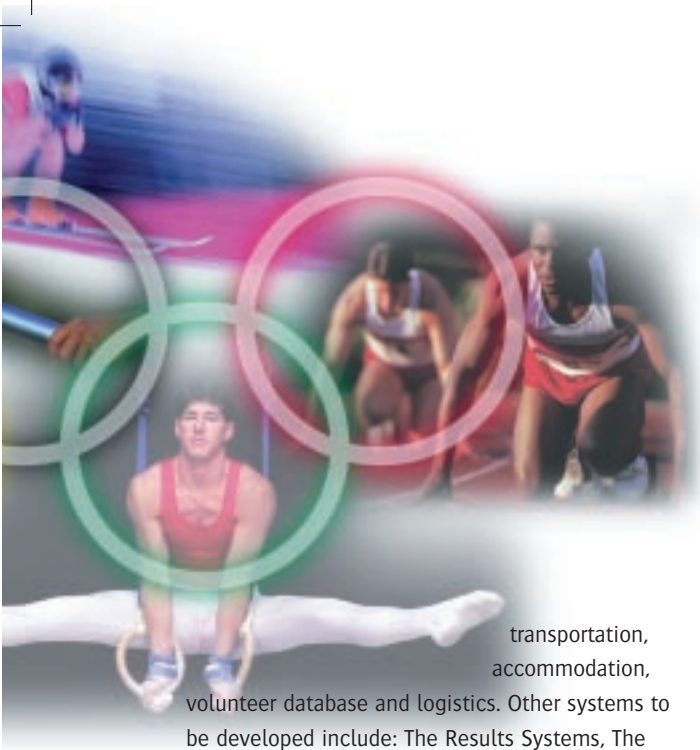
Extensive improvements will be made prior to the Games, including: Fibre optic network, installation of Olympic network exchanges, upgrading of existing international exchanges, enhancement of existing satellite centres, creation of an Olympic mobile satellite station.

### Information Technology

It is anticipated that by 2004 almost every aspect of the Games' organisation will rely heavily on IT and there is extensive and detailed need for products and services in this sector including:

- smart cards, mobile computing and image processing. In addition, the Internet, or some form of universal network, will play a crucial role in the integration of all the technologies and the dissemination of information.
- Dual large-scale mainframe, and about 11,000 PCs and workstations will be connected directly or indirectly (through the various servers) to the systems for the media services, scoring, logistics and all other functions of the Games.
- The OGOC (Olympic Games Organising Committee) support system will be based on a large server with over 300 PCs and terminals connected to support ticketing, accreditation,





transportation, accommodation, volunteer database and logistics. Other systems to be developed include: The Results Systems, The Media Systems and The Olympic Family System.

### Information Technology Infrastructure

The Primary Data Centre and the data telecommunications network will be built specifically for the Games. The IOC has signed a contract with Anglo/French company SEMA to supervise all IT aspects of the Games.

### Health & Medical Services

A new polyclinic with a floor area of 2,000 sq.m. will be set up in the Olympic Village to provide health services on a round-the-clock basis. Budgeted at €8.8 million, the project also includes the procurement and installation of medical, hotel and computerisation equipment.

- Each stadium or event site will have a medical unit to provide first aid.
- Equipping of the Emergency Aid Centre with 270 high-technology ambulances, 35 mobile health units, 20 motorcycles, 8 vehicles carrying stretchers, four rapid medical help vehicles, 2 mobile co-ordination centres, 3 disaster management vehicles, 2 specially equipped light aircraft and 5 helicopters.
- Upgrading the equipment of the main Ergometric Centre.
- Construction (and equipment) of 12 new hospitals and the redevelopment of 24 existing units. Apart from the addition of approximately 5,000 beds, the upgrading will involve building infrastructure, medical equipment, IT systems and telematics. Plus modernisation to private sector hospitals and clinics.
- €46.9 million will be spent on the training of health professionals.

### Security

The Greek Ministry of Public Order has set up an



International Consulting Team of Experts for the security of the Olympic Games. The security budget stands at €787 million.

- The entire Olympic Village will be enclosed in a double fencing arrangement with powerful lighting. Modern equipment will be used to check the access points.
- Closed-circuit television to supervise the movement of people.
- Single perimeter fencing around each individual stadium gymnasium.
- The Greek Police will revise their training programme.
- New security equipment for Police, Port Authorities (Coast Guard) and Police special forces. CCTV cameras and advanced communications technology for the Security Forces.
- The Olympic installations and hotels will use electronic detection equipment.

### Paralympics

The Paralympics will be staged two weeks after the Olympics are finished. There is a great deal of work needed to make Athens a more accessible city for the handicapped. The Embassy will be co-ordinating two seminars/exhibitions this year in Athens; the first in October, focusing on Independent Living in conjunction with the Greek Ministry of Health and the second in November focusing on the Paralympics. Any company with expertise in this area is advised to contact Trade Partners UK as soon as possible.

### Police Training

The organising committee has allocated US\$600 million for security and has signed co-operation agreements with more than 20 countries, including Britain. Forty five thousand Greek police officers are to receive special training.

### Athens Tramway

TRAM SA has announced an invitation for expressions of interest for the technical consultancy of the Athens Tramway. The Athens Tramway will consist of two lines which will cover a distance of 12.7 km and 8 km respectively.

### Boost to tourism

**The Olympics is boosting tourism resulting in amongst other projects:**

**Modernisation of yacht marinas.**

**Tourist promotion.**

**For information on Olympic opportunities contact Ray Lowe at Trade Partners UK on 01483 500763**

## Those that explore, **discover**



### **The Export Explorer package.**

What can a small to medium size company buy for £99? Perhaps a computer scanner, or 2,000 letterheadings, or you can even have one hour with your accountant (but not a senior partner).

Alternatively, how about purchasing a chunk of export opportunity? The Trade Partners UK Export Explorer package provides the most cost-effective and convenient way to realise your export potential. Put simply it is a comprehensive package that helps you to investigate and avail yourself of export opportunity in Western Europe. And it costs just £99.

Export Explorer comes in two tailor-made packages: Market Explorer and Trade Fair Explorer.

Market Explorer is centred around a specially arranged visit to an appropriate country and Trade Fair Explorer is centred around attendance at a suitable event.

Export Explorer includes:

**The visit:** A specially arranged visit to a country where the market is right, or to a relevant trade fair.

**The contacts:** A list of contacts who have expressed an interest in your products or services and have been primed before your trip.

**The support:** An experienced exporter or sector specialist will accompany you to provide help and guidance.

**The information:** Briefings, background to the market, notes on the sector, key contacts - so you know what it's all about, who does what and where everything is.

**The Training:** A training session held locally covering market background plus practical help on exporting and how to follow-up new business leads.

**The Follow-up:** Full support and back-up following your trip to help you maximise on your Export Explorer visit.

To participate in an Export Explorer will cost just £99. Travel and accommodation are extra but Trade Partners UK provides information on special deals they can arrange for you.



## Business is **booming** in Scandinavia

Hampshire-based Bosmere Products is finding the right climate for its garden products in Northern Europe and has just shipped an order to Sweden after signing up to Export Explorer from Trade Partners UK.

Bosmere supplies protective covers for garden furniture, hanging basket liners, garden bags and a host of other garden accessories.

The company joined other potential exporters from the gardening sector on a trade mission targeting major retailers and wholesalers. Tony Dedman, director of Bosmere, used the Export Explorer package as a means to appoint a new distributor for Sweden.

"We decided to push further into Scandinavia once we began to see the real potential in the area," said Tony Dedman. "Drawing on Trade Partners UK is an

effective way of finding new business and we have every intention of using Export Explorer again in the future."

The mission was the culmination of a package of support co-ordinated by Trade Partners UK staff at the British Consulate General in Gothenburg and Business Link Leicestershire. The group all received a market report listing potential buyers specific to their products and advice on how to enter a new market.

Tony Dedman added: "Even before the season really got under way we were 17% up on last year's sales and we are confident that regular visits to Europe will continue to deliver more business. We are currently in negotiations with mail order catalogues in France and have two new customers in Hong Kong."



## Spiced up exports

When Patricia Forbes first rediscovered her family's private collection of Anglo-Indian recipes compiled during the days of the Raj, she didn't envisage that within a short period of time they would form the nucleus of a new food brand that would be heading for overseas markets as well as enjoying success in the UK.

Bombay Bangers, the Buckinghamshire company, is garnering considerable interest from abroad using services provided by Trade Partners UK.

The company was started in 2000 when Patricia and marketing professional Charlotte Hart joined forces to develop a variety of unique fusion-food creations. As well as 'Bombay Bangers' the company produces 'Quick Curry Fix' plus a range of cook-in sauces and pickles.

As a first time exporter and SME (small to medium sized enterprise), Bombay Bangers has been guided in the formation of its entire export strategy through Trade Partners UK 'your passport to export success' initiative. "There's a strong market for ethnic food in Ireland, Sweden, Norway and some parts of Spain," said Lewis Scott, International Trade Director - South East, for Trade Partners UK. "Through our local Business Link offices we've been able to guide Bombay Bangers on issues such as food packaging regulations and securing distributor agreements as well as showing them how to target the restaurant and supermarket trades in these different countries."

Self-funded from the start, Bombay Bangers is thoroughly patriotic in its stance, insisting that its

recipes for bangers, wraps, sauces and pickles follow the tradition of the British in India - developing food that reminded them of home but with an authentic Indian flavour. As a third-generation Anglo-Indian and caterer, Patricia Forbes knew how to recreate and adapt the recipes. Crucially, with Charlotte Hart's marketing expertise, the pair realised that there was a gap in the food-to-go market for Indian convenience food in the UK and abroad.

"These are delicious gourmet products presented in a contemporary style. The Quick Curry Fix could soon be bigger than the cheeseburger!" said



Charlotte Hart. "As a company, our forte is development and marketing so we really needed good advice to form our initial UK distribution agreement with the Saarlander Food Group. We're now using the same type of advice at an international level to

develop our export plans."

The inspiration for the sausages came during a garden party in the summer of 2000 when Patricia and Charlotte started discussing Anglo-Indian foods. Soon afterwards they went to the Stowe Fair to test public opinion of their bangers, pickles and chutneys. So overwhelming was the reaction to the food, they then took the idea straight to the International Food Exhibition (IFE) in London where they met representatives from Trade Partners UK. Since then, Bombay Bangers has gone from strength to strength exhibiting at many different shows including the Ideal Home, BBC Good Food Show and Homes & Gardens.

## Ferrets up their exports

Ferrets UK has begun exporting its ferret themed gifts to the USA and Germany just months after opening for business thanks to advice and funding from Trade Partners UK.

**Karen Parker, founder of Ferrets UK, with ferret merchandise.**



Karen Parker, founder of Ferrets UK, turned to Trade Partners UK to explore these markets and received funding for a new ferret-filled website with its own online store. This funding was part of a package of business advice that included meetings with team members from the British Consulate-General in Chicago and the development of an export strategy with the team at Business Link Milton Keynes, Oxfordshire & Buckinghamshire.

"This success really has happened overnight," said Ms Parker. "We've been very busy pursuing every opportunity but couldn't have done it without the international trade team - their help and advice has really been invaluable."

Ferrets UK now supplies ferret themed greetings cards to the largest online ferret website in the USA and is finding customers in Germany and Australia after promoting the website there. It is now designing the first ever British ferret calendar ready for next year. The company sells everything from 'beware of the ferret' doormats, 'nice day ferret' hats, ferret crosstitch kits, ferret cufflinks and even bottles of Ferret Fizz and Chateau le Ferret!

**Next Issue:  
Duke of York  
visits South East**

**Key markets**

## Events for the South East Region

Business Advice Open Day - Exhibitions and Seminars  
De Vere Hotel, Swindon **11 July**  
Contact: Business Link Berkshire 0845 6004141

Trade Mission to Thailand **15 - 19 July**  
Contact: Business Link Kent 01732 878508

Letters of Credit and Bills of Exchange **17 July**  
Contact: Business Link Berkshire 0845 6004141

Farnborough International Airshow  
Farnborough Airfield, Farnborough, Hampshire  
Trade Partners UK supported activities **22 - 28 July**  
Contact: Trade Partners UK South East team 01483 500764

Understanding Export Procedures & Documentation  
**23 July** Contact: Business Link Kent 01732 878508

Introduction to Export Finance **25 July**  
Contact: Business Link Kent 01732 878508

Export Essentials **29 & 30 July**  
Contact: Business Link Sussex 01444 259243

Export Documentation **4 September**  
Contact: Business Link Sussex 01444 259243

Managing Financial Risk for Export Companies  
**10 September**  
Contact: Business Link Kent 01732 878508

Briefing Session for Selecting & Managing Overseas  
Partners course **18 September**  
Contact: Business Link Sussex 01444 259243

Understanding Export Procedures and Documentation  
**24 September** Contact: Business Link Kent 01732 878508

Security Meet the Buyers Event  
Arora Hotel, Crawley, Nr Gatwick **1 October**  
Contact: Business to Business 020 7700 0008

### Contacts:

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### Business Links:

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

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