

trade *yorkshire*

INTERNATIONAL LAW

- GETTING IT RIGHT

ARE YOU TALKING THE RIGHT LANGUAGE?
JAPAN'S PASSION FOR UK FASHION

WELCOME...

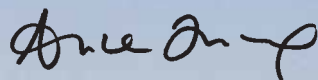
WELCOME TO ISSUE FOUR OF TRADE YORKSHIRE, THE QUARTERLY MAGAZINE FROM UK TRADE & INVESTMENT.

In this issue Jeremy Shulman, Chair of Shulman Solicitors in Leeds, outlines the issues concerned with international law, UKTI's Lorraine Ellison talks about her experiences in the Japanese fashion market and Mohammed Ahmed from Translate UK explains the importance of good translation when trading internationally.

There's news from the latest International Business Network (IBN) in Harrogate where Patron of the IBN and Director General of the CBI, Sir Digby Jones, spoke at a special networking barbecue, and details of a forthcoming event in Dublin later this year.

You'll also find case studies from companies that have seen their business go from strength to strength with UKTI support, and news from around the region.

This is sadly the last issue of Trade Yorkshire that I will work on as I am taking up a new role in the Midlands. I am handing over the editorial reins to Elizabeth Ogborn, so if you have a story for Trade Yorkshire or an event for our calendar, please get in touch with her at: Elizabeth.ogborn@gnn.gsi.gov.uk



Alice Insley
Editor

Contact us...

Contact your local International Trade Teams at:

Business Link York and North Yorkshire
01904 656 769

Business Link Humber
01482 644 050

Business Link West Yorkshire
0113 385 7668

South Yorkshire International Trade Centre
0114 201 2555

Or visit www.tradeyorkshire.com
or www.uktradeinvest.gov.uk

Cover photo: Sheffield City Council and Ian Spooner, University of Sheffield

FROM INTERNS TO EXPORT



Levente Pirigyi and
Stefano Potesta

Businesses in the region needing assistance in overseas markets can now receive low cost help via the Regional Language Network Yorkshire & The Humber (RLN YH).

The International Student Placement Office (ISPO) scheme, managed by the RLN YH working in partnership with Derbyshire Chamber, allows access to high quality undergraduates studying a

variety of disciplines from a host of European universities and education institutes. Since 1999, ISPO has organised nearly 200 placements.

Available for up to 12 months, the interns can help companies develop new opportunities, solve existing problems and improve important aspects of business performance. They can help with language barriers and have first-hand knowledge of the relevant business culture and consumer attitudes.

The host company will conduct final interviews and make its selection and the RLN YH will oversee the process through from beginning to end, ensuring that both parties are working well together and that the student is settled in his or her new environment.

The host companies don't pay a salary, but will pay a small one-off fee and will need to cover the cost of the students' accommodation, approximately £300 per month, as the interns will receive funding from either the European Union or their university. Participating countries include the Netherlands, Germany, Spain, Italy, France, Finland, Hungary and Switzerland, as well as all other EU member countries.

Cybertech has been working very successfully with the low cost ISPO Internship project. They invented and developed the V12 e.business system, a powerful, robust and versatile multi-user web-based business management system. V12 seamlessly integrates all customer, employee, personal, project, inventory, e-commerce, accounting, manufacturing and report management information into one easy-to-use system. Stefano Potesta, Managing Director and Levente Pirigyi, Software Engineer, are currently being supported by the RLN YH to expand the ISPO Internship into a Knowledge Transfer Partnership project with the University of Miskolc, in Hungary. Hopefully other regional companies will benefit from such a scheme, which, if successful, could be extended to other countries, as an extension of the ISPO scheme.

The RLN YH is an independent organisation, currently funded by Yorkshire Forward. Its remit is to support local companies to develop more efficient international communication strategies, provide expert information, advice and support on all matters relating to language and culture. Successful companies value international communication and therefore value the help they can receive from such a highly professional expert advisor.

To find out more about ISPO or the RLN YH,
call 0114 2813450 or e-mail chris.mason@rln-yh.com.

ADVICE **TRANSLATE UK.**

YOU HAVE TO SPEAK THE LANGUAGE TO CORNER THE MARKET



Currently, one in five companies are losing business because they lack language skills, whereas companies that are paying attention to language and cultural issues are generating an average of £290,000 worth of extra exports a year.

Mohammed Ahmed, Managing Director of Translate UK, says: "Communication is the key to success in the international business world and being able to break through the language and culture barriers improves a company's competitiveness in the international arena". At present, 60% of British trade is with non-English speaking countries and 75% of the world's population does not speak English at all. If your message is only in English you are restricting the possibilities of potential customers who might be able to do business with you.

He offers businesses the following advice when it comes to getting their translation right:

- Firstly your company should provide the correct brief to the translator or project manager of your translation company and should ask all the relevant questions before a single word is translated.
- Ask questions, such as does it really need to be translated? Translate what is only relevant and needed.
- How much experience does the translator have in carrying out translation work in your company's sector and in the target market? Don't be afraid to ask for testimonials. The more technical your subject, the more important it is that your translators know it inside out.
- Why employ the services of a legal translator to translate for you, when you are in the engineering sector? This might sound surprising but some companies will use the first translator that is available. The right translator with experience ensures that the translation is right for your sector and the business language is right for your market.
- All translations should be thoroughly checked by native translators and additional proofreaders should also check to ensure the translated text has not been corrupted and that it is right for the target market before you receive it. Once it's with the customer it's too late then to rectify mistakes, and glitches like these put customers off.
- What about machine translation? Some translation providers have developed proprietary software for specific language pairs and subjects, which is much better than any off the shelf packages, but it will not be free, and for all but a handful of cases will still need human revision.
- Occasionally mistakes can and do happen. Does your translation company carry any professional indemnity in circumstances when this may happen?
- Plan ahead – if you company has its eye on markets abroad start looking for the right translators now.
- Your company's goal should be to communicate through quality translations that build a long term reputation and relationship with your clients.

The Regional Language Network Yorkshire and Humber, managed by the National Centre for Languages (CILT), agrees that getting the most from your translator is important and provides similar advice on its website www.rln-yh.com.

Translate UK Limited offers a complete language service and has developed a specific and dedicated network of qualified and experienced professionals in areas such as legal, technical and commercial fields. They are working in partnership with the Hull & Humber Chamber of Commerce to provide a quality language service in the Yorkshire and Humber region.

Contact: www.translateuk.co.uk.

DUKE IN YORK



His Royal Highness The Duke of York, the UK's Special Representative for International Trade and Investment, visited York to speak at the Yorkshire Union of Law Societies' Biennial Lunch at St William's College.

The Duke outlined the work undertaken by UK Trade & Investment and the role that solicitors can play to encourage their business clients to access UKTI's services, and also talk about the importance of the legal sector to the region's economic success.

The Duke's speech met with a warm response from the lawyers, and prompted discussion later at the lunch on international business opportunities and the current legal services market.

NEW PROFESSIONAL AND BUSINESS SERVICES SPECIALIST FOR UKTI



Colin Russell has joined UK Trade & Investment in a new role as Sector Specialist for the Professional and Business Services sector. He comes to UKTI after spending over 17 years in financial services with Bradford &

Bingley and Citibank. The focus of his role is to support organisations in the financial, legal and professional services sector looking to move into international trade or upgrade existing international activity. Based in Leeds, Colin will be working across the whole of the Yorkshire & Humber region. Commenting on his new role, Colin said "I am looking forward to working with companies in the region to help them take advantage of the exciting new opportunities emerging overseas."

Contact: Colin Russell on 01274 783644.

CELEBRITY EXPORTS?!

In the last three years more than 500 Yorkshire and the Humber companies have signed up to UK Trade & Investment's Passport to Export programme, helping businesses in their first steps into overseas trade.

Aimed at new and inexperienced exporters, Passport brings together a range of services which will help smooth the way to your company's first visit to the market. These include one to one support from an expert International Trade Adviser who can help companies assess their state of readiness to trade overseas and create an export plan tailored to each individual business.

One of the many companies to benefit from the Passport programme is Fake Faces, a leading UK lookalike agency. Operating from their offices based in Owsten Ferry in North Lincolnshire, they handle quality lookalikes who live throughout the UK.

With over 600 quality celebrity lookalikes, Fake Faces have a vast range available for events both in the UK and overseas. The company really started to make a name for itself overseas after signing up to UK Trade & Investment's Passport to Export programme in 2004. So far they have supplied look-alikes to Spain, Japan, Switzerland, Hong Kong, Cyprus, Czech Republic and Pakistan. They have also won the contract to provide fake bands for a forthcoming concert in Malta on 28 June. This show is being headlined by (the real) Sir Bob Geldof and is in aid of the YMCA in Malta.

Says Jez Lee, Managing Director: "We were put in touch with UK Trade & Investment in the Humber and we signed up to the Passport programme. This highlighted all aspects of the exporting process including some of the pitfalls that inexperienced exporters can easily fall into. We learned you need to consider it from every possible angle, some of which you've never even thought about!"



Contact: UKTI's International Trade Team in the Humber region 01482 579 902.

SHOWCASE **ESTBUILD.**

BUILDING ON EXPORT SUCCESS

Representatives from four Humberside companies are hoping for European success after exhibiting at Estbuild 2006 in Tallinn, Estonia, with the help of UK Trade & Investment.

Estbuild is now the main exhibition in the Baltics for building materials with a 13000m² exhibition area and 40,000 visitors, both trade and public. It has a regional significance drawing interested parties from Latvia, Lithuania, Finland, and even from St Petersburg in Russia which is only a few hours' drive away. A very wide range of products are exhibited, from heavy machinery and structural materials to luxury fixtures, fittings and specialised surface coatings.

At the briefing for the group at the Embassy, Marti Rillo, Head of the Trade & Investment section, emphasised that the building industry in Estonia is booming, but to date there has been very limited exploitation by British companies.

The mission was led by Martyn Moon who as Export Director of Bartoline Ltd in Beverley, is well experienced in exporting to the Baltics. Martyn said:

"Construction in the Baltic States is booming and there is a real interest in British products. Estbuild was an excellent showcase highlighting the potential for all four participants of the British Pavilion."

Companies participating in addition to Bartoline were Pittaway Special Coatings Ltd, COO - VAR specialist paints and Eugenex humidity and dry rot detection products. They were all seeking to create trade partnerships in overseas markets with distributors or agents.

The event was coordinated by UKTI's Humberside International Trade Adviser Mike Hayes. For more information contact Mike on 01482 644050.

DONCASTER FIRM TESTS THE WATER IN CHINA

A Doncaster-based manufacturer of plumbing and heating products is testing the water in China with the help of UKTI.

Pegler Ltd employs 530 people in Doncaster but is set to employ 400 in China by 2008 at a new factory in Jiangmen, only three hours from Hong Kong by ferry and road and five minutes from the local container port.

Pegler will manufacture traditional plumbing products such as float valves, ball valves, stopcocks and general fittings in China. It will also continue to manufacture parts for assembly in the Doncaster factory, which will specialise in heating products, performance taps and mixers and specialist valves.

David Adams, Pegler's Operations Director, said:

"It was not until September 2003 that a wholly foreign owned enterprise could be established in China. We took this new opportunity and started looking for a suitable location, using local contacts including KPMG Hong Kong and Lovells of Beijing and UK Trade & Investment, both at home and in China, to find our way through the legal and cultural minefield.

"By having the capability to manufacture in China and the UK, we believe we have found a good balance between low cost, high quality and excellent response for our customers."



Artist's impression of the new factory in Jiangmen

Contact: Simon Bedford, UKTI's Joint Ventures and Investments Sector Specialist on 07771 834238 or simon.bedford@sgb-associates.com.

NEWS SOUTH YORKSHIRE INTERNATIONAL TRADE CENTRE.

SYITC SET TO DELIVER £7.41M FUNDING BOOST TO REGION'S EXPORTERS

The South Yorkshire International Trade Centre (SYITC) is to lead South Yorkshire's biggest ever project to boost international trade after securing more than £7m of funding to help the region's businesses develop their overseas potential.

The three-year funding package, called the 'South Yorkshire International Trade Project', is valued at £7.41m and has been issued to the SYITC jointly by Yorkshire Forward, Objective 1 and UK Trade & Investment under contract with Business Link South Yorkshire.

The funding will be used by the SYITC, a joint initiative of the South Yorkshire chambers and part of Sheffield Chamber of Commerce, to help regional companies establish and strengthen overseas trading links.

The centre provides essential international trade related services including expert advice, market information, research and grant support. It has been acknowledged as a centre of excellence in its field and is the largest of its kind outside London.

To date, the SYITC has delivered more than 227 funded projects in South Yorkshire resulting in an average of £210,000 of increased sales per business.

The SYITC's funding support has assisted hundreds of businesses including:

- 127 Sheffield businesses which has resulted in more than £23m of increased sales and the creation of 188 new jobs
- 29 Barnsley businesses which has resulted in more than £5m of increased sales and the creation of 25 new jobs
- 31 Doncaster businesses which has resulted in more than £10m of increased sales and the creation of 33 new jobs
- 40 Rotherham businesses which has resulted in more than £10m of increased sales and the creation of 60 new jobs

Of the new funding, £4.7m will extend the 'Targeted Export Support Scheme' (TESS) - a key SYITC feature which provides flexible funding for regional companies with some international experience but looking to significantly increase exports.

For more information contact SYITC on 0114 201 2555.

TRADE ADVISERS VISIT THE EMERALD ISLE

International Trade Advisers (ITAs) from across Yorkshire and the Humber travelled to Dublin in April to attend the last in a series of special conferences held at embassies across Europe.

The objective of the conference was to allow the sharing of best practice between the ITAs and the overseas commercial officers so that they better understand each others' roles and can improve the service they offer to businesses looking to export. Key topics covered were the services that the embassies can offer (anything from research to room organising) and also the benefits of choosing Ireland as a country to export to, particularly for new exporters.



UKTI staff at the Embassy in Dublin



LEEDS BUSINESSES GET THEIR TEETH INTO TRANSYLVANIA

Business links between Romania and Leeds were strengthened when a delegation travelled to the town of Brasov in the Transylvania region with the Lord Mayor of Leeds, on his first ever civic visit to the country.

The town of Brasov invited the Lord Mayor and local businesses to build on links between Leeds and Romania in a bid to establish a long-term partnership between the two.

The delegates spent two days in Brasov, Transylvania, and two days in Bucharest, and met with Romanian business officials and network with a host of Romanian businesses. This provided an excellent opportunity for Leeds and the surrounding area to establish links with Romania and for local businesses to meet potential partners, customers and suppliers in a foreign market.

Romania hopes to join the European Union in 2007. If successful there will be valuable opportunities for UK manufacturers to trade with Romanian businesses and increase their competitiveness and profitability. Romania is currently receiving EU1 billion a year for development, and on accession they will receive EU33 billion for development. The country desperately needs infrastructure development - especially water, roads and airports - which provides great opportunities for UK businesses.

FEATURE **JEREMY SHULMAN.**

CHAIRMAN OF SHULMANS SOLICITORS LEEDS AND SECRETARY & PAST PRESIDENT OF THE INTERLEGAL NETWORK OF LAW FIRMS

INTERNATIONAL LAW - GETTING IT RIGHT

What makes a lawyer interested in doing international work? After all, solicitors in this country are merely trained to practice in England and Wales and few lawyers have any international training at all.

There can be any number of reasons why a lawyer catches "the international bug". It may be because they have particular language capabilities or an international background. It may be that they join a firm with contacts abroad and they get the opportunity to work abroad and like it.

In my case it was a bit different. In 1987 I was appointed National Chairman of the Young Solicitors Group of England and Wales and it was my job to represent the then 24,500 young solicitors in England and Wales. Little did I know that it would also be part of my remit to represent the Law Society on international travel and I travelled both as Chairman and Vice Chairman extensively in Europe and the Americas.

At that time the international legal market place was just starting to develop. The global firm was in its infancy. Interestingly enough it appeared to me that the pioneers were in London, and the large City firms were the first ones to really establish bases abroad.

The American lawyers were aggressively on the path of our City colleagues and they very quickly appreciated how to use the time clock in doing a deal. By setting up offices in New York, London, Hong Kong and Tokyo the time clock was used to do deals which looked like they had been done in one day but, in fact, using the whole time clock in all these major jurisdictions in order to gain benefits for their clients.

The international office therefore became a reality, either by acquisition of local law firms or by establishment of law firms made up of the home firm's lawyers.

It was the big global companies that used these large international firms and their international offices. These were companies that could well afford City prices and frankly wanted what they

regarded as international service.

However, as most lawyers will know, the majority of clients are not the large global conglomerates. They are small to medium sized enterprises and there are many of those which are involved in international trade.

How were they going to get their legal advice? They did not particularly know any lawyers in the jurisdictions where they were trading.

Law firms themselves who acted for small and medium sized enterprises were also not able to fund the expense of international law offices, so how were they to service their own clients abroad or, indeed, act for clients from abroad with interests in England and Wales?

"The moral for an international lawyer is be sure that you have caught the bug, take time to prepare your ground, choose your team with care and use their contacts everywhere"

These law firms, rather than looking to open international offices, looked for partnerships and for strategic alliances through existing contacts. Because these contacts were of a local and a domestic nature they were not in conflict with the local bars, in respect of whom, some of the international global law firms had met with challenges. These partnerships or joint ventures were seen as the alternative to



international offices and they have become known as international networks.

I make no argument as to which is better, the international office or the international network. It is very much horses for courses, but there are a number of interesting issues.

- The first is branding. Is it easier to brand an international law firm than an international network, that might be trading under a different brand locally?
- Which is more synergistic - the international law firm or the international network? The answer is not easy. If an international law firm takes over a local office, that local office may not fit in with the culture of the international law firm. On the other hand if the international law firm staffs its office with its own people, how well will they fit in with the local culture? So far as networks are concerned in a network one, can have similar groupings of law firms, for example, small to medium sized commercial firms.
- Which are more at risk - the international offices or offices of network law firms? If international offices are made up of local people they are subject to what has become known as raids and whole firms can move under a different banner literally overnight. On the other hand the network law firm is well established in its jurisdiction and is unlikely to be subject to such threats.
- Which organisation has better local relations, the international office or the network law firm? Again, this depends upon how the international office is made up, but if it is made up of lawyers from outside the jurisdiction then they are less likely to have good relations locally than a network law firm, which has been established in the jurisdiction.



- Which will have greater coverage, the global law firm or the international network? Do global law firms have sufficient offices to achieve the same geographical coverage as an international network?

Cultural pressures can arise as a result of religion or language or some historical reason which makes practising internationally a challenge. In many ways understanding the culture of an international centre can be more important than speaking the language but both help.

Bearing these factors in mind international networks have become established with some quite impressive coverage. Members of networks are hand picked firms and of similar inclination with a record of service to business, which understand the historical and cultural position of the clients.

International law firms and networks do some similar things. They meet regularly, they share work, they refer work, they receive work and they work with their clients and they work with their clients' other advisers. They take advantage of their colleagues and their colleagues' advisers local know-how and they use all this as a platform for providing the sort of advice which we see regularly on the international stage, for example, on intellectual property rights, competition issues, licensing, financial arrangements, joint venturing and corporate finance.

So the moral for an international lawyer is be sure that you have caught the bug, take time to prepare your ground, choose your team with care and use their contacts everywhere.

UK'S FIRST EVER CITY-BASED LEGAL MARKETING CAMPAIGN LAUNCHED IN LEEDS

The Leeds corporate legal profession has joined forces to create the first ever city-based legal marketing campaign of its kind in the UK.



Photo: (L-R) Malcolm Cowing, managing partner, Brahm, Kevin Emsley (at the front with the board) managing partner Lupton Fawcett, Neil McLean managing partner DLA, Nigel McClea managing partner Pinsent Masons, Deborah Green, The Law Society

Backed by the Leeds Law Society and regional office of The Law Society of England and Wales, 'Leeds Legal' is dedicated to promoting the wealth of legal talent within the city.

Leeds Legal was officially launched at a reception at the Houses of Parliament in April when it revealed its plans to generate inward investment opportunities from overseas corporations, in conjunction with its main campaign sponsor, UK Trade & Investment.

The cream of the Leeds legal profession will work together as an alliance to promote the high levels of service, expertise, no-nonsense advice and value for money service provided by the city's law firms.

By marketing law firms in Leeds as a collective and giving them one voice, Leeds Legal will seek to attract national and international corporate clients to the city and also enable local law practices to attract and retain the highest quality legal staff. The marketing campaign will promote areas of particular specialist legal advice, such as IT, Energy, Competition, Property and Intellectual Property law as well as the wider expertise which the Leeds legal profession offers.

Regarded as the UK's largest legal city outside of London, Leeds is a hotbed of legal talent, with many leading national law firms founded in the city. Law firms in Leeds not only provide the same high levels of legal expertise as London-based firms, but can also provide a greater value-for-money service to clients who look beyond the capital when seeking legal services.

For more information contact Colin Russell, UKTI's sector specialist for the financial and professional services sector on 01274 783644.

NETWORKING EVENT IN POLE POSITION

Business people from across the region gathered in Harrogate for the return of the IBN on 24th May.



The patron of the popular event, Sir Digby Jones, shared with guests his thoughts on the global challenges facing the future of business. He spoke in his own entertaining way about global poverty, the global environment and about the changing economies of China and India. Digby, who left his post as Director General of the CBI at the end of June, also explained the huge impact that business has on the future of developing countries.

"I believed all my life that business makes a difference, but I have found in these six and a half years that I was wrong," said Digby. "If we are going to leave something for our children to inherit and for their children (in developing countries) to inherit, and something that will lead to a safer world, then business isn't going to make a difference – business makes the difference."

After Digby's speech, guests were invited to take part in a question and answer session, during which audience members quizzed the IBN patron about aspects of his speech as well as asking for more personal business advice on trading overseas.

Also speaking at the event was Martin Whitaker, the managing director of the Bahrain International Circuit, the home of the FIA Formula One World Championship in the Middle East. Martin explained how the circuit was not only a venue for motorsports but also an ideal and popular location for corporate entertainment.

"We have recognised that motorsport is first and foremost our business, but it is not going to make us a lot of money," said Martin. "The social activities are going to make us our money in the future."

"The arrival of Formula One has been a magnet for the island," he added. "Bahrain International Circuit has put the Kingdom of Bahrain on the global map."

Following the speeches a networking barbecue was opened by the MC for the evening, Len Tingle, who is the BBC North Politics and Business Editor. The guests spent the remainder of the evening chatting with fellow business people from a range of industries, as well as getting the chance to speak to trade advisors from UK Trade & Investment, the organisers of the event.

One of the business people attending the event was Bryan Rollason, managing director of Remlive, an electrical safety company based in West Yorkshire. Bryan said of the event: "This is the fourth visit I have made to the IBN and on every occasion I have found it beneficial. Each time, I have come across somebody who has been beneficial to my business, especially the people from UK Trade & Investment. Every time I have been somebody has said to me that they can help my business, so it is well worth coming along."

Fellow guest Madeleine Edwards, director of Amazed Rugs, based in North Yorkshire, said she had been to several IBN events and had been advised to attend while on the Passport to Export course. "Every time you come here everybody is really prepared to come over to you and prepared to help," said Madeleine. "People bother to email you afterwards and always follow through with the things they promised. I have had business through coming here but have also had advice from organisations that can help on a bigger scale."

Madeleine also praised the organisation of the event, including the catering and hospitality. "The food is always very good, and the quality of the speakers is excellent – especially Digby Jones who is just fantastic," she said. "I didn't even know that many of the organisations which are invited along to the IBN even existed until I came here but I have now had grants from some of them, and am having my website created by one of them. The event really is a great way of meeting people."

Coming soon... Another IBN first - a networking experience in Dublin. A one day trip to Ireland is planned for the autumn, in conjunction with the British Embassy. Delegates will meet Irish businesses with a common desire to develop business with our region. More details will be available soon. Only 50 places from Yorkshire & Humber are available. Please pre register your interest with Jonathan Garlinge at jonathan.garlinge@uktradeinvest-yh.org.uk.

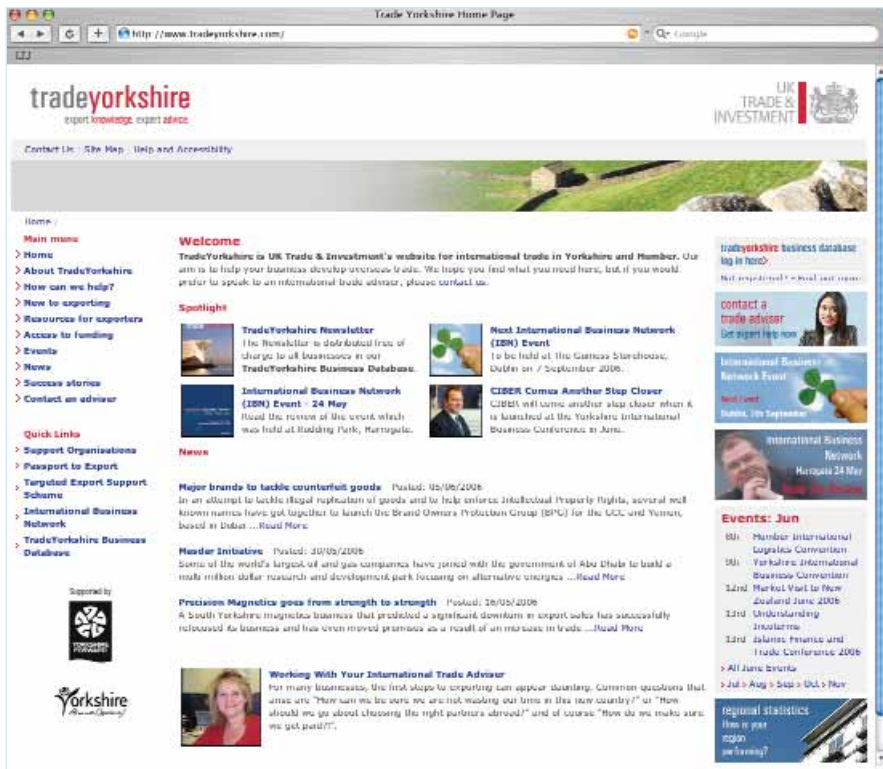
NEWS **TRADEYORKSHIRE.COM.**

NEW LOOK FOR...

www.tradeyorkshire.com

export**knowledge**.expert**advice**.

UK Trade & Investment's regional website, www.tradeyorkshire.com, provides advice, experts, projects and initiatives, funding, case studies, news and events in the region.



Its aim is to help new exporters find help with getting started and understanding the export process, whilst giving experienced exporters advice on developing new and more difficult international markets.

The website has undergone a redevelopment, and now has a new look, plus even more in the way of information, news and events that we hope visitors to the site will find useful and relevant to their business.

The site is also linked to the Regional International Business Database. By registering your business on the database via the Trade Yorkshire website and keeping your profile updated you'll be allowing international trade support organisations in the region to keep you informed about events, activity and information relevant to your business.



GOVERNMENT OFFERS REGION'S SMALL BUSINESSES HELP TO EXHIBIT AT 600 OVERSEAS EXHIBITIONS

UK small and medium sized enterprises (SMEs) in Yorkshire and the Humber who are starting to export could benefit from the £10 million new 2006-7 programme of overseas exhibitions drawn up jointly by UK Trade & Investment (UKTI) and trade organisations. More experienced exporters considering their first move into the China or India markets can also benefit from the programme.

The restructured scheme is now open for applications under the new name Tradeshow Access Programme (TAP) and one hundred accredited trade organisations have already nominated 600 overseas exhibition events where UK companies could gain new export opportunities. The scheme was previously known as SESA (Support for Exhibitions and Seminars Abroad).

Eligible companies can apply to receive a grant from UKTI for participation at all of the 600 events. At 300 key events UKTI will also support trade associations to raise the profile of groups of UK companies attending. China and India have been selected for special focus because they are market priorities for most UK sectors.

Trade Minister Ian Pearson said:

"This is good news for new exporters who want to enter overseas markets through participating in trade shows. It's a big programme of some 600 exhibitions in 54 countries. Our support for groups attending 300 'key events' will enable trade associations to showcase Britain to an international audience."

Two other continuing schemes from UK Trade & Investment provide further opportunities to visit overseas markets. Market Visit Support is aimed at small and medium sized companies who are either new to export or new to certain markets.

Available through UKTI International Trade Advisors around the UK, Market Visit Support helps companies to visit overseas markets either individually or as part of an organised group. In addition UKTI will continue to provide support for companies joining missions and seminars targeted at specific industry sectors.

The list of exhibition events will be posted and updated on the UKTI website. Contact details for local International Trade Advisers can be found at www.tradeyorkshire.com.

NEWS **TAYLOR STUD WELDING.**

Steph Woollin, Export Manager for Taylor Stud Welding receives her award from Mark Robson, UKTI's Regional Director

DEWSBURY FIRM HAS CHINA IN ITS HAND

A stud welding company in Dewsbury is hoping to build on its export success after exhibiting at Mach 2006 - an international engineering trade show that took place at the NEC in Birmingham this spring - with help from UKTI. At the show Taylor Stud Welding, the only firm of its kind in the UK, met with parties of visiting organisations from Russia, Turkey and Thailand, who are looking for partnerships with UK companies.

Taylor is already doing well in the Far East. They won first prize at this year's China New Year Dinner in Leeds as a result of their manufacturing operation in China, which has now grown to be even bigger than the firm's base in Dewsbury.

Contact: UKTI's International Trade Team in West Yorkshire on 0113 385 7668.

CREATIVE AND MEDIA FIRMS AIM TO BE BIG IN JAPAN

Businesses across the country are toasting overseas growth after a trade mission to Japan introduced them to new contacts, raised awareness of their business and enabled them to attend key exhibitions and events.

Firms from all over the UK joined the Japan Creative and Media mission, organised and led by the UKTI International Trade Team at South Yorkshire International Trade Centre (SYITC), to open potential business channels in the fields of design, music, publishing, TV and animation, film and performing arts.

The businesses that travelled as part of the high profile UK government-supported mission received support from the experienced Japanese national mission leader as well as Embassy staff as they explored or researched market opportunities.

Sheffield-based specialist consultancy in the technology and digital sectors e-Loki benefited from making many new contacts including meeting Kiyoshi Nakabayashi, the chairman of the e-Learning Consortium Japan Standardisation Committee, Tsuneo Ono, the Vice General Secretary of the Japan Automatic Identification Systems Association and attending an e-Learning Forum workshop at the University of Electro-Communications in Chofu.

eLoki Senior Consultant Kevin Riley said: "As a result of the mission we have identified lead suppliers of the corporate training market in

Japan, but discovered that commercial provision for the education market is still immature in comparison to Europe and North America. During the visit we established some invaluable relationships for the future and generally raised awareness of eLoki's activity."

The mission has also significantly enhanced the prospects of Sheffield-based Epitomy Solutions, the leading UK provider of aftermarket service solutions.

At the end of last year Epitomy signed a technical partnering agreement with Japan's Lattice Technology and agreed to adopt Lattice's XVL technology for its product range. This technology converts 3D CAD data into an XVL format compressing the data and reducing the file size for maximum internet transfer. The mission allowed Epitomy and Lattice to formulate a marketing and technical strategy for the international development of Epitomy's aftermarket service solutions.

"We were thrilled by the very positive response from the companies we met," said Andrew Vernon, Epitomy MD. "Based on this reaction we will definitely be back to pursue a number of real opportunities. It was great to have an opportunity to positively benchmark our work within advanced manufacturing markets such as Japan."

SYITC mission leader Yoshimi McLeod said: "There is nothing like conducting business on a one-to-one basis and that is exactly the sort of environment these missions create.

"Personal contact is extremely important with Japanese companies in particular, and the mission is an effective means of achieving that."

Contact the International Trade Team in South Yorkshire on 0114 201 2555.

ADVICE **LORRAINE ELLISON.**

JAPAN'S PASSION FOR FASHION

Japan is a market not afraid to invest in unknown British talent in the fashion arena. In fact, alongside this nation's thirst for tradition - our tartans and tweeds are hugely popular - its young generation is keen to invest in what's hot amongst largely unknown British designers.

Tokyo is awash with the very latest of trends with eight fashion areas throughout the city all vying for position in the retail stakes.

Shopping seems like a national pastime. Paul Smith, Vivienne Westwood and Margaret Howell have all invested in this market – their impressive shops rubbing shoulders alongside international brands such as Barneys, Louis Vuitton and Prada. Consumer confidence is riding high and it is a land where quality counts.

I travelled to Tokyo with UK Fashion Exports mission to Japan in May. Makepiece, a contemporary knitwear designer from Todmorden and Opika, a handbag and accessory designer from Ilkley also travelled with me. Both are only recently acquainted with the market but have already made their mark.

For Sarah Clough, the owner of Opika, it was her second visit to the market. A Passport to Export company in 2005, they secured an OMIS (Overseas Market Information Service) and then visited the market in November 2005 to meet with contacts identified by UKTI.

Following this, they have been successful in finding an agent who also works with one of the top companies in Japan who represent a number of well known international fashion brands such as Dolce & Gabbana.

Sarah says: "Japan is a long term investment but the opportunities are vast – of that I have no doubt". She plans to make her third visit to Japan in August this year. "My aim is to work with the agent on PR and give them total support in helping them to build the Opika brand in this market which is hungry for new British talent."

Opika have now started to receive orders from their agent and are looking forward to seeing their bags and belts in all major stores across Japan.

Many businesses go on to develop their brand internationally having used Japan as a starting point.

For Beate Kubitz, a partner in Makepiece, this was her second overseas mission in 2006.

Having become a new exporter earlier this year whilst exhibiting with UKTI at Showcase Ireland, she was keen to follow up with Japan.

"Our designs work well alongside Japanese designers such as Issey Miyake and Yohji Yamamoto - we create striking shapes and textured garments which work well with current styling, but using sustainable yarns so we don't compromise our clean fashion statement."

Commenting on the company's first visit to Japan she says, "We have a lot to learn, but this mission supported by UKTI was important to us - we had the opportunity to meet potential customers, look at the market, feel the atmosphere and work alongside our Sector Specialist, Lorraine Ellison. It was a perfect opportunity to learn."

Like Opika, they secured an OMIS through UKTI and appreciate that this is a long term investment.

Many agents are part of huge trading houses, very unlike Europe for example. One agent, based in Osaka, turning over a staggering £50 billion per year told me: "We are looking for accessories, bags, shoes and the casual and fitness market is growing rapidly. Baby Boomers, 55-60 year olds are very important for our future too as they have financial stability and want to stay "cool". This company have just signed up Michael Owen for a new range of casual wear so are hoping for a good World Cup run for England,"

However, the rewards are high but total commitment is vital. Japanese customers respond well to those companies who make the effort, visit regularly and get to know their country and their culture

Opportunities exist for a range of products – accessories are particularly popular and whilst the Japanese have a huge passion for handbags, there is also a popular interest in vintage clothing and other "quirky" items.



THE FIRST STEP...A POEM WITH A RIDICULOUSLY LONG LAST LINE!



Ian McMillan with a fan!

UKTI's Poet in Residence, Ian McMillan, shares his thoughts on networking...

Four people round a table on a train
Zooming down to London
Through the East of England rain.

Four people, heads down, not speaking;
Two reading, one staring,
One's coffee cup leaking.

Well, it doesn't have to be like this.
As the rain pours down and the train
wheels hiss...

Four people round a table in the sun,
Talking contacts they've made
And contracts they've won!

Four people madly networking
Thanks to UKTI
Their export drive's working!

All you need to do is make the first move
And give UKTI a little time to prove
That they can help you in all kinds of ways
And the rain will be replaced by the
exciting UKTI sun's dynamic and ever-
inspiring rays!

© Ian McMillan

The next mission to Japan in November has already sparked interest with other Yorkshire companies and Etsuko Muto, the Commercial Officer in charge of fashion and clothing at the British Embassy in Tokyo is planning a visit to the region later this year. Any companies wishing to meet her should contact Lorraine on 07971 069465.

NEWS **CBBC.**

MISSION POSSIBLE FOR TRADE ADVISERS

As part of the China-Britain Business Council's recent Business Mission a visit programme was arranged to Beijing, Shanghai, Shenyang for UKTI International Trade Advisors (ITAs), who are often the first point of contact for companies considering internationalising their business.



Shirley Tao, CBBC Shanghai, Giles Blackburne, CBBC Yorks & Humber and Simon Bedford of UKTI at Shanghai Fenner Conveyor Belting

Advisors from ten regions took part, including Simon Bedford who is UKTI's Regional Sector Specialist in Yorkshire and Humberside for Overseas Joint Ventures and Investment. During their programme, ITAs were able to compare and contrast locations for investment in China through visits to the Central Business District, Beijing; Xinzhuang Industry Park, Shanghai and Shenyang Export Processing Zone.

A fascinating insight into operating in China was provided by two companies from this region, Beijing Charlesworth Software Development Co Ltd, which now enables Wakefield based Charlesworth Group to provide services to publishers around the world and Shanghai Fenner Conveyor Belting, which manufactures and supplies

the Chinese mining industry with solid woven PVC and PVG conveyor belts. The company's group operations (Fenner plc) has its headquarters in Hessle, East Yorkshire. Overall the aim was to assist ITAs in their work by providing an update on the Chinese business environment and an insight into the work of CBBC.

The various elements of the mission relied heavily on CBBC's extensive office network in China, and to UKTI teams in Beijing (Carol Hinchley, Head of Trade & Investment) and Shanghai (Andrew McAllister, Head of Trade) and also to Beverley Simpson (Head of Trade, BCG Chongqing) who travelled all the way to Shenyang to brief the ITAs on South West China.

Links:

Beijing Charlesworth Software Development Co Ltd
www.charlesworth.com.cn

Shanghai Fenner Conveyor Belting
www.fennerdunlop.com

Central Business District Beijing
www.investchaoyang.gov.cn

Xinzhuang Industry Park, Shanghai
www.shxip.com

Shenyang Export Processing Zone
www.hunnan.gov.cn

Hefei Investment Promotion Bureau
www.hfinvest.gov.cn

British Chamber of Commerce in China
www.britcham.org

China-Britain Business Council
www.cbcc.org

FORTHCOMING EVENTS.

12/07/06**Sourcing From China**

A one-day workshop which focuses on helping companies recognise new opportunities for more cost-effective sourcing from China and to understand some of the pitfalls and how these can be negotiated.

ConnectChina, Batley

Contact: Joanna Lavan

Tel: 01924 420780

joanna@connectchina.co.uk

12/07/06 & 13/07/06**Passport to Export 2 Day Workshop**

A workshop designed to provide new and inexperienced exporters with the training, planning and on-going support needed to succeed overseas

Thorpe Park Hotel, Leeds

Contact: Denise Rymer UK Trade & Investment

Tel: 0113 3949822

Denise.rymer@uktradeinvest-yh.org.uk

20/07/06**Passport to Export 1 Day Workshop**

A workshop designed to provide new and inexperienced exporters with the training, planning and on-going support needed to succeed overseas

42 The Calls, Leeds

Contact: Denise Rymer UK Trade & Investment

0113 3949822

Denise.rymer@uktradeinvest-yh.org.uk

25/07/06**E-Cert Workshop**

Learn how to use the electronic version of the certificates of origin. Enables exporters to use the internet via a secure cite to process their documents.

SCCI Albion House

Tel: 0114 201 8933

Fax: 0114 272 0372

TELEPHONE **0113 394 9825.****25/07/06****Passport To Export**

A comprehensive tool kit of advice and support aimed at helping new and inexperienced exporters take their first steps into international trade.

SCCI Albion House

Tel: 0114 201 8933

Fax: 0114 272 0372

17/08/06**Passport to Export 1 Day Workshop**

A workshop designed to provide new and inexperienced exporters with the training, planning and on-going support needed to succeed overseas

Venue TBC

Contact: Denise Rymer UK Trade & Investment

Tel: 0113 3949822

Denise.rymer@uktradeinvest-yh.org.uk

UK Trade & Investment is a government organisation, a partnership between the DTI and the Foreign and Commonwealth Office, whose role is to help companies to trade successfully in global markets.

We work with any UK company that wants to trade internationally, but isn't sure how to go about it, or that is already doing so, but believes they could do it better.

Our aim is to provide your business with access to information and opportunities that allow you to make informed decisions about international trade development, and take your business further faster.