



August 2010 Issue 23

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Forthcoming Events

Software City Sales Academy Training Sessions

26th and 27th August 2010

26th - The Sales Cycle comprises of territory management, cold calling, opportunity evaluation, how to become a trusted adviser to your clients.

27th - The Sales Call. This includes call preparation, questioning, proposing, objection handling and closing all reinforced with practice calls.

North West Music Sector Meeting 31st August 2010

The North West UK Trade & Investment team, in conjunction

NEWS

Fee to enter the US from 8th September

British travellers will have to pay a new fee to enter the United States without a visa from 8 September.

The US Department of Homeland Security has announced that applications for an Electronic System for Authorisation (ESTA) to enter the US under the new programme will cost \$14. This was previously a free service.

The Visa Waiver Programme enables people from certain countries, including the UK, to travel to the US for tourism or business for up to 90 days without first obtaining a visa. However, such travellers must obtain an ESTA prior to boarding a carrier by air or sea to the US. Once approved it lasts for two years.

Travellers should register through the ESTA website at <https://esta.cbp.dhs.gov> and are advised to register 72 hours prior to travel. If you do not have a valid ESTA you will be refused travel to the USA.

Cameron sets out UK's offer to international business

The UK is open for business and looking to attract investment, Prime Minister David Cameron has said in a speech to Congress in America.

with ACME, Vision &Media, the N.W Regional Development Agency, the Arts Council and other partners will be organising a trade mission to South by South West (SXSW). To find out more come and join us. This Meeting will be held in Parrs Studios in Liverpool.

[USA Breakfast event at RSM Tenon 28th Sept 2010](#)

There is a FREE of charge USA breakfast event at RSM Tenon with UKTI & HSBC. it will start at 8.00am on the 28th September.

Investment News - Latest Edition

Investment News- July 2010

Please note the July/August 2010 issue of Investment News can now be accessed at <http://www.babc.org/communications/index.php>

Member Profiles

[BEE Worldwide / Grandee Energy Group](#)

BEE Worldwide recently acquired part ownership of the Grandee brand and its products and these companies will be merged over the next 6-12 months. **[please click this link to see more](#)**

[Manchester Business Club](#)

Manchester Business Club is an exclusive network of individuals and businesses who have, or aspire to have, strong links between Manchester and leading global city economies. **[please click this link to see more](#)**

Short member profiles will be

<http://www.ukti.gov.uk/uktihome/home/loca>

UK Ambassadors to increase promotion Business Abroad

UK ambassadors will take on greater respons promoting UK business abroad, the Governr

A fundamental change in job description will international representatives cultivate trade i in their country of operation and in the UK in international business links.

Foreign Secretary William Hague has identifi UK business leaders can have on an ambassa shaking up the traditional remit of British em the world in order to send out a new messag developing economic powers.

UK business will also be represented on a m at a number of key embassies as part of wid alert the international business community th 'open for business'.

<http://www.ukti.gov.uk/uktihome/home/loca>

Proposal to limit economic migration in

As a BABC member, opportunities arise to ha important issues that effect UK and US busin

There are proposals to limit economic migrat UK, where formal representations will be ma government on behalf of the BABC.

Please email Sarah Scurr at sscurr@babinc.org on this issue.

Recent Activity

Webinar on US Customs

Tom Valentine presented on Importing US cu initial feedback from those who attended has positive.

Companies who would like a copy of the aud presentation recording can purchase this for also happy to follow up questions after the v

Member Benefits

KLM

An additional frequency will be launched on t Heathrow to New York JFK route on 20 Sept

added to future editions of this newsletter.

Please also let me know if you have any member perks you would like to offer to other members of the BABC...[Click here](#)

Offers can either be promoted to BABC NW members only through the e-newsletter and website or to the whole BABC network - please specify.

Forward

Do you know someone who might be interested in the opportunities in USA and BABC membership?
Forward this email onto a friend.

Delta Air Lines will then operate 3 daily non- partnership with KLM.

Manchester - Extension of CHAUFFEUR Servi Manchester New York JFK and Beyond withir Radius for Business Elite Travellers until 30 S 2010.

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Kindest Regards

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