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**Forthcoming Events**

**Sales Academy Training Session - Winning New Customers September 23rd**

How to secure valuable new businesses, with the whole process in depth.

**Sales Academy Training Session - Effective Proposal Writing September 24th**

Spanning customers buying motivations through to benefits and adding value.

**USA Breakfast event at RSM Tenon 28th September 2010**

There is a FREE of charge USA breakfast event at RSM Tenon with UKTI & HSBC. it will start at 8.00am RSM Tenon House, in York Street. There will be 3 guest speakers all talking and discussing trading with the US.

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**News**

**New Charge to enter the US from 8th September 2010!**

British travellers will now have to pay a new fee of \$14 to enter the United States without a visa (started 8th September 2010).

The US Department of Homeland Security have announced that applications for an Electronic System for Travel Authorisation (ESTA) to enter the US under the Visa Waiver Programme is essential. It enables people from 36 countries, including the UK, to travel to the United States for tourism or business for up to 90 days or less without first obtaining a visa.

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

**The Hardrock Cafe celebrates its 10th Anniversary this year.**

Happy Birthday to the Hard Rock cafe! They shall be hosting various music events throughout September to celebrate the Anniversary. For more information please visit their website [www.Hardrock.com](http://www.Hardrock.com)

*I hope everyone enjoyed a good labour day on the 5th September!*

**Expanding into overseas markets 6th October**  
**Liverpool Sports Cafe**  
**England 4.30pm - 6.30pm**

If you are looking to expand into overseas markets, Canada could be the choice for you.

Liverpool Chamber are holding an event to help you find out more about doing business in North America. Richard Fine and Ian Wilks from the Central Okanagan Economic Development Commission will be visiting Liverpool to share the unique advantages and opportunities for UK companies wishing to enter Canadian, BC markets.

**Game on! Boston, USA Oct 12th -15th October 2010**

Game developer executives with UKTI are hosting a trade mission to Boston, USA.

You will get the inside scoop with briefings from the UKTI and local market experts from Boston Post Mortem, 38 Studios, Harmonix. Private access to the MIT Media Lab and the engagement Labs at Emerson University. You will be able to build partnerships with your US gaming counterparts, attract investors, learn new strategies and participate in the Powered Up 2-day global game developer conference.

**New Members**

**Pannone Ltd**

Pannone LLP is a full service law firm comprising 355 lawyers, 110 partners and a total staff of 700 who work within specialist teams focusing on niche work carried out by their department.

Pannone Ltd offers a complete

**Recent Activity**

**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 included 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 with ACME, Vision &Media, the N.W Regional Development Agency, the Arts Council and other partners organised a pre mission brief for the trade mission to South by South West (SXSW) March 2011.

**Member Benefits**

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

Please provide a description of the offer, expiration date (how long the offer will be available) and a contact name.

**American British Business online**

**American British Business**

American British Business is an annual publication of British American Business. The publication provides a detailed overview of the US for UK decision-makers wishing to directly invest or do business there, including articles written by key government ministers, trade and investment agencies and captains of industry from both countries.

For more information [click here](#)



**Facts**

range of legal advice for organisations and individuals.

### **N & B Import/Export**

Established since 2007 in retail and wholesale. The products are UK grocery food including Cadburys, Mars, Rowntrees products, Jacobs and McVities biscuits and Walkers crisps. Looking to establish links with the USA.

### **Member Profiles**

### **Liverpool Chamber of Commerce**

Liverpool Chamber of Commerce was established in 1850 and they are the voice of Liverpool's business community locally, nationally and around the world.

We are part of a wider network of North West Chambers as well as an accredited member of the British Chambers of Commerce (BCC). To read more please [click here](#).

### **Air France, KLM and Delta Airlines**

The AIR FRANCE, KLM and Delta Air Lines joint venture alliance offers an extensive worldwide network and schedules to accommodate travellers' needs via two hubs in Europe - Paris and Amsterdam, and four main hubs in the United States : Atlanta, Detroit, Minneapolis/St. Paul and New York JFK. With 20 airports in the UK and Ireland, the 3 airlines also give travellers a greater choice of local departure airports.

Useful as a booking tool for the BABC Transatlantic Conference in San Francisco in 2011.

### **Facts about Cumbria**

- The M6 Motorway running from Rugby to Carlisle is the longest motorway in Britain, at over 226 miles.
- Her Majesty's theatre in Carlisle was the first theatre ever to be lit by electricity in 1880.
- The sport of Pole vaulting was invented at the Flan games in Ulverston 1879.
- The first pillar box in the UK went up in Botchergate, Carlisle in 1853.

### **Forward**

If you require any further information feel free [contact us](#).

Do you know someone who might be interested in the opportunities in USA and BABC membership?

Please [forward this email](#) onto a friend

### **Investment News - Latest Edition**

Please note that the August 2010 issue of *Investment News* is now available on the BABC website [...read more](#)

### **Unsubscribe**

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Kindest Regards

Jennifer

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