

Dear BABC NW member

Welcome to the February 2010 edition of the BABC NW newsletter!

Please see below details of our future events that we would encourage you to attend. We shall be more than happy to assist you booking events, or with any queries or questions you may have.

All of these events are on our website www.babcnw.org click on the events tab for the UK.

We look forward to working with you in 2010!

FUTURE EVENTS

GRP are coming to the North West 8-9th March 2010

The Greater Richmond Partnership Team will be in Lancaster on Tuesday 9th March at Envirolab, and is available for one-to-one confidential meetings in the North West on Wednesday 10th March - either at clients' premises or a convenient central location (e.g. IoD Manchester). If any company wishes to discuss how they can grow their business in the USA via Richmond, Virginia (90 miles south of Washington DC) please can they call to arrange a confidential meeting.

Please let Jennifer know ASAP to book an appointment as places are very limited.

NWDA sector mission to SXSW Texas, USA 17-21st March 2010

The Northwest Development Agency (NWDA), UK Trade & Investment NW, Liverpool Sound City, Northwest Vision and Media, ACME, Arts Council England and other partners, are organising the Northwest region music sector mission to Austin, Texas for SXSW between 17-21 March 2010

The offer:

An NWDA travel grant of £665 inc VAT is available to eligible North West companies
Industry specialist advice and information both before and during the event including a pre-mission briefing session.

Access to the "British at SXSW" stand for those companies that purchase a music conference badge

Business development information and opportunity to register to attend events and showcases at the "British Music Embassy" see www.britishmusic.biz

Information on future music trade events/missions and additional export support.

A Trade Mission to Vancouver, Canada focusing on Globe 2010 / 22-26 March

Showcase your low carbon expertise and solutions. This biennial event, which is an exhibition and conference, typically attracts over 10,000 participants from more than 70 countries. **Globe 2010** promises to be the most spectacular business of the environment event ever held, with the biggest ever UK attendance.

The Trade Fair will have the largest number on record for exhibitors and pavilions, both nationally and internationally. The conference will have many VIP speakers covering themes, which we expect to be reflected around the Trade Fair.

These include Corporate Sustainability Toolkit, Climate Change and Carbon Management, Clean Energy, Finance, and Making Cities Sustainable with special sessions on Water and Clean Technology.

Benefits of visit:

- Support, networking opportunities and help with 1:1 business meetings.
- Free privileged entry to **Globe 2010**.
- Feature in Envirolink Northwest brochure.

Annual Transatlantic Business Conference : 12-14th May 2010

The next Annual Transatlantic Business Conference will be held in London from May 12-14, 2010.

Do join us if you can for the BABC's Annual Transatlantic Business Conference for 2010, 'Strategies for Success: 2010-2020', which we will hold in London from May 12-14.

This Conference will offer us all great opportunities to discuss, network and develop business with other members of the BABC's 25 chapters based in major business centres throughout North America and the UK.

The **business program** features an A-list of top business leaders and opinion-formers addressing the key business opportunities and challenges we will all face over the coming decade; and the **social program** includes a Reception and a Gala Dinner at two of London's most historic and prestigious venues.

As Chris Nicholson, Chairman of Deloitte Global Energy & Resources, said after participating in recent BABC Conferences: *"The BABC's Annual Conferences provide great opportunities to network and establish useful business relationships with potential clients and business partners throughout North America and the UK, as well as more generally to promote corporate brand and gain valuable business intelligence. I would strongly encourage other BABC members - wherever they are based -- to take advantage of this unique business development opportunity."*

Please see the link: <http://conference.babinc.org/> which lists the speakers and more information.

I very much hope you will also take advantage of this unique business opportunity, and look forward to welcoming you to our Conference in London in May. If you would like further information please contact Jennifer Brooks on info@babcnw.org

Recent Events

Renewable Energy Opportunities in North America 2nd February 2010

Northwest companies were invited to attend a *FREE* breakfast briefing on Renewable Energy opportunities in North America.

The briefing included:

- USA and Canadian Fiscal stimulus package presentations on Energy Opportunities by **Dr Andrew Hinton** and **Kevin Thorpe** from **UK Trade & Investment**.
- North West company case study.

Also introductions to:

- UKTI Renewable Energy Mission, Austin, Texas.
- Global 2010, Vancouver, Canada.
- Wind power 2010, Dallas, Texas.
- UKTI Inward Mission on Canadian Oil Sands Companies by *Richard Northcote*, UK Trade & Investment.

Our Events are listed more extensively on our website:

<http://www.babc.org> under the Events Calendar. If you are a BABC member and would like to promote an event please let Jennifer know 0161 875 2334 or info@babcnw.org

NEWS

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 a web link please click <http://www.roxby-media.com/american-british-business/>

Hardrock Café

A new menu has just been launched and they have a special offer WIN A GIBSON REVERSE FLYING V GUITAR. Simply go in and try one of the new 10-ounce Legendary Burgers & a dessert to enter the prize draw. The winner to be announced in a future newsletter.

Air France KLM to USA

Manchester To New York

AIR FRANCE, KLM and DELTA are pleased to announce that the Manchester New York JFK service will return from 2 May 2010 after a short break between 8 January – 30 April 2010.

Air France – PREMIUM Voyageur

You can now book your Premium Voyageur seat on flights to **New York JFK**.

Premium Voyageur offers 40% additional space compared with Economy Cabin
More comfort: Personal space is guaranteed throughout the flight

KLM Economy Comfort

Economy Comfort: the perfect option for extra comfort onboard for your passengers to USA

Economy Comfort is available across KLM's entire intercontinental fleet¹, following a gradual roll out in December. 34 to 40 seats will be available in this section of Economy Class, depending on the aircraft type.

Sponsorship opportunity for BABC members:

The Sunchaser Challenge - In aid of Endangered Species Day

A unique sponsorship opportunity for a British company to benefit from coast to coast exposure in the United States and be associated with one of the world's greatest good causes.

On May 22nd, from sunrise to sunset in the four time zones of the US, thousands of Americans will take on the Sunchaser Challenge (www.sunchaserchallenge.com) in which people of all abilities attempt to symbolically "rescue" 50 animals under threat of extinction before the sun goes down. Over the next four months, a 24/7 campaign is being launched to promote the event in every corner of the United States.

The event promotion and the "Stop Extinction" tour promises four months of constant, nationwide, exposure to potential customers and tourists for British products and tourist locations.

UKTI US Business Innovation Awards

Los Angeles, California are in their fourth year of celebrating British connections with California, BritWeek (www.britweek.org) and UK Trade & Investment (UKTI) announce the first-ever BritWeek UKTI Business Innovation Awards competition. The contest will highlight and recognize outstanding achievements in innovation by local companies in design, technology and service provision. Awards will be presented at a dinner in Beverly Hills on Tuesday May 4th 2010.

Any business with operations in both the UK and California will be eligible to be nominated or to apply for an award.



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Member Profiles

PR.com

CLICKintoPR.com is a division of Ainsworth Maguire (AM), a Manchester based full-service technical PR specialist established for over 20 years serving clients in construction, engineering and technology based industries.

CLICK is provided entirely on-line, with no limitations of geography or specialisation. We have access to the full range of traditional and new media in the UK or North America. We can help UK companies access the North American market or North American companies to access the UK. CLICK operates on a project by project basis so there is no long term commitment. Client's who want sustained exposure can run a series of projects to create their own self-managed programmes.

Hardrock Café

Located in the centre of the city, the UK's largest Hard Rock will rock your senses serving what can only be described as "The Official Food of Rock", generous drinks and an awe-inspiring collection of rock memorabilia. Priceless pieces from legends The Beatles, Red Hot Chilli Peppers, Oasis, and Elvis Presley grace the cafe walls along with more contemporary items.

As one of the city's largest music experience destinations, Hard Rock Cafe Manchester can accommodate a crowd of up to 450 guests and features a Rock Shop, live concert stage for performances and special events, and a Rock Lounge mezzanine floor with its own cocktail bar available for private parties of up to 100 invited guests.

Growing Interactive/Growveg.com

Growing Interactive develops innovative web-based software for the gardening industry, associated websites and media. Our flagship product, the Garden Planner, is the most popular vegetable garden planning software on the internet, available through our consumer website GrowVeg.com and on partner websites around the globe. We have expertise in Adobe Flash and Flex development, ASP.Net, Microsoft SQL server, HTML, Interface design, Search engine optimisation (SEO), JavaScript, social media marketing and network management (with MCSE and CCNA certified staff).

Member benefits:

Short member **profiles** will be added to future editions of this newsletter. These profiles will also be put on the BABC NW website (www.babcnw.org) A very inexpensive way to promote your business. Be one of the first to enquire and take advantage of this opportunity.

If you would like to be included please provide me with a short profile of your company including logo, website link and even a photo of your product, company or yourself if you wish!

Please also let me know if you have any **member perks** you would like to offer to other members of the BABC. <http://www.babc.org/benefits/>

Offers can either be promoted to BABC NW members only - these will be promoted 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.

Contact

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