



BABC NW newsletter – March 2009

Dear BABC NW member

Welcome to the March 2009 edition of the BABC NW newsletter.

Please see the success stories below also the events, especially the future events that you are very welcome to attend. Please note the Washington Conference, which now has confirmed dates, places fill up quickly so please apply soon!

If you would like to receive more information on events or success stories, please contact us. All of these events and success stories are on our website www.babcnw.org then click on the events tab for the UK. Enjoy the read and if you have any questions please do not hesitate to ask!

FUTURE EVENTS

The Washington DC Chapter of 29th April – 1st May 2009

The Washington DC Chapter of the BABC will be hosting the 2009 Transatlantic Business Conference "Strengthening Transatlantic Links" April 29 - May 1, 2009.

Please sign up for this as soon as possible as places close quickly.

If you are interested in attending please contact Jennifer Brooks on 0161 875 2334 or alternatively for Full Conference information can be found at: <http://www.babc2009.com>

Jaguar UK Cars 16th April 2009

An "Evening with Jaguar" on Thursday 16th April at The Players' Lounge at Manchester Airport Marriott Hotel.

During the evening, you will have the opportunity to meet renowned golf players Lee Westwood and David Howell. England's last Ashes winning cricket captain Michael Vaughan will also talk to us about his career and the vision of the New Jaguar.

Welcome drinks will be served from 7.15pm followed by a four-course dinner. A fund-raising auction to support the two very important local charities The Children's Hospital Charity The NSPCC, which will close the evening.

Our Future Events are listed more extensively on our website: www.babcnw.org

RECENT EVENTS

Business Opportunities in Latin America 18th March 2009 – 9am

This free event held at HSBC, Spinningfields went extremely well; a thank you goes out to Paul Eadie, Latin American Market Adviser specialist. To find out how your company could take a share in the growing £3.5 billion exports to Latin America! Although the United Kingdom has been one of the major investors in Latin America over the years, UK businesses are not maximising the massive business opportunities existing in these markets compared to their foreign counterparts and the massive.

Greater Richmond Partnership – came to the North West!

The Greater Richmond Partnership Inc (GRP) see was in the North West from the Monday 9 March 2009. Many companies discussed growth opportunities in the USA, particularly via Virginia's state capital Richmond, they found this very informative and gained invaluable knowledge of the local region. Greater Richmond's key sectors include life sciences, advanced manufacturing, chemicals, food processing and IT (including creative / media). GRP's service is free and confidential with one-to-one meetings at your premises if preferred. They shall be coming to the North West again in the near future so please email Jennifer Brooks if interested for meetings next time, as there are very limited places.

NEWS

Welcoming new members

We would like to extend a very kind welcome the following members who have joined the BABC North West England this month:

➤ **Software City Limited**

ICT business promotion, marketing and inward investment.

➤ **Jaguar Cars Limited**

Our mission at Jaguar, since Sir William Lyons founded the company in 1922, has been to create and build beautiful fast cars. Cars that bring the enjoyment and exhilaration of driving to life.

➤ **Venture (UK) Limited**

Franchisor of premium portrait photography studios. Operating chain of 65 studios in UK with 2 studios already open in US. Supplier of products and franchise support services to franchisees.

➤ **Manchester Knowledge Capital**

Manchester Knowledge Capital is a strategic partnership driving innovation and economic transformation across the Manchester city-region. Through a partnership of all ten Greater Manchester authorities, Manchester Knowledge Capital is working to secure substantial and sustainable growth, which benefits all the people of Manchester.

Maine, USA school looking for funding

Lindsay Bailey from Maine in the USA is looking for sponsorship for the school she works at. The library club is raising money to go to London on a literacy tour in April 2010, if you would like to sponsor the school for this worthy cause please get in touch and we can pass on her details.

UK Trade & Investment US Marketing Scholarship Programme, 2009:

Manchester-based Creative Agency gets Transatlantic Business Lesson

Company Name: *four23*

The co-founder of a Manchester-based creative agency not only saw overseas sales double to £330,000 following help from UK Trade and Investment (UKTI) - he also won a place at one of the world's most prestigious business schools.

Warren Bramley, creative director and co-founder of [four23](#), won a scholarship to the Kellogg's Business School in Chicago after being nominated as part of his UKTI [Passport to Export programme](#).

four23, based in Dale Street, specialises in marketing, branding and communications across the UK. The company, whose clients include Reebok and UK Film Council, was already starting to look overseas for clients when it approached UKTI for assistance.

Mr Bramley spoke to UKTI International Trade Adviser **Neil McCluskey** about his ambitions. He was impressed with the response: "The great thing about UKTI advisers is they don't give you lots of forms to fill in, they just ask what you're trying to do and then they help you do it. They put us in touch with UK embassies overseas and put us on tax and legal training courses."

UKTI also arranged for a trip to Berlin where the four23 team met investment agencies, property agents and potential clients, Mr Bramley said: "All the way through Neil was keeping us focused on our long-term objectives. UKTI made it all easier. Their programme was designed specifically for us and Neil got to the bottom of what we were doing, who our clients were and then brought in the right people to assist us.

We would urge any other companies looking to develop their overseas trade strategy to get in touch and see how we can help.

Neil McCluskey, International Trade Adviser to four23

"But the really life-changing experience was winning a scholarship to Kellogg's - the best rated business school in the world for marketing. It was inspirational and widened my scope in terms of how I look at doing business, I came back with plenty of contacts too."

four23 is now pressing ahead with plans for an overseas studio, Neil McCluskey, said: "UKTI can offer a wide range of assistance to companies wanting to build trade in emerging markets, including advice on everything from market opportunities to product liability, IPR (intellectual property rights), managing agents and distributors and finance. It also delivers a comprehensive programme of overseas trade missions and UK-based events such as Meet the Buyer. We would urge any other companies looking to develop their overseas trade strategy to get in touch and see how we can help."

Success Stories

Stanian Limited Awarded GSA Contract Schedule 70

Award Enables Government Customers to Easily Purchase Stanian Professional Services Consultancy Support

Daresbury, Cheshire UK: January 5th, 2009 – Stanian Limited, a specialist provider of ICT consultancy services into the USA Health & Human Services (HHS) sector, today announced it was awarded a Schedule 70 contract by the U.S. General Services Administration (GSA), providing government customers the ability to purchase Stanian professional consultancy services in a simple convenient fashion.

The award process included a thorough financial review conducted by the GSA, as well as an in-depth reference check of Stanian Limited customers, which resulted in exceptional high scores in reliability, cost, quality, and customer support.

Stanian Limited has developed its professional services which leverage industry best practices, vast experience of ICT consulting and industry standards, frameworks and models. Our clients extend to governments in the UK, USA, Guernsey, Canada, Australia & New Zealand at the U.S. state and local level implementations as well as private sector clients in insurance, finance, utilities, retail & construction.

Stanian's mission to provide independent, impartial, pragmatic, value-for-money professional advice to resolve business problems in context of finance, processes, organizational and technology areas. Our purpose is to help client make sensible rational decisions about the evaluation and selection of technology, its procurement, deployment, management and subsequent support and maintenance, therefore reducing risk whilst at the same time increasing certainty of outcomes and cost effectiveness.

Our outcomes-focused results align with the Federal government's goal of driving improvements into service delivery for constituents and reducing cost.

"While Stanian Limited has a long history of serving National government customers, this GSA contract award represents an important milestone for our company," said Stephen Magraw, Managing Director, Stanian Limited. "The award will enable government customers to streamline the procurement process for acquiring Stanian's professional services client side consulting expertise which facilitates organization transformation goals".

About Stanian Limited:

Stanian Limited is a niche provider of professional services with deep expertise in ICT and in the HHS (Health & Human Services) software solutions market. Stanian delivers best-in-class services at a competitive price, with rapid delivery using our team of professionally competent, accredited industry management consultants.

Stanian Limited has a culture of continuous professional development, operates to the ethical code-of-practice defined through the UK IBC (Institute of Business Consulting)

Our clients rate our services as exceptional according to an independent assessment conducted by Dun & Bradstreet. Further we are innovators and rate highly for our ability to define new services rapidly through our innovation service delivery framework.

For more information, visit www.sem.uk.com

Member benefits:

Please visit <http://www.babc.org/benefits/> for details of member offers. Please let me know if you would like more information on an existing benefit or to offer a new member benefit.

If you need anymore information on our success stories or would like to attend one of our events please contact us on info@babcnw.org

Contact

Jennifer Brooks

Transatlantic Business Manager

British American Business Council North West

Warren Bruce Court

Warren Bruce Road

Trafford Park

M17 1LB

Tel : +44 (0)161 875 2334

e-mails: info@babacnw.org

Website: <http://www.babcnw.org/>