

## **BABC NW Newsletter – November 2009**

### **Dear BABC NW member**

Welcome to the November 2009 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, or with any queries or questions you may have.

All of these events are on our website [www.babcnw.org](http://www.babcnw.org) - click on the events tab for the UK.

### **FUTURE EVENTS**

#### **GRP in the North West 16<sup>th</sup> –18<sup>th</sup> November 2009**

The Greater Richmond Partnership in Virginia are coming to the North West in November to hold 3 workshops. These will be held separately in Liverpool on the 16<sup>th</sup>, Manchester on the 17<sup>th</sup> and Lancaster on the 18<sup>th</sup>. The events will comprise of a general overview of the market opportunities by the GRP team, followed by an invaluable networking lunch and a roundtable event specifically for companies looking to expand into the US market. If you would like to book an appointment/place at one of these events please contact Jennifer Brooks on 0161 875 2334 or email [info@babnw.org](mailto:info@babnw.org) who can give you more information and book you a space.

#### Dates to Note

#### **BABC NW Networking Event & AGM 1<sup>st</sup> Dec 2009**

This will be held at Liverpool Chamber in Liverpool. The Annual General Meeting will be held at 11.00 at the Liverpool Chamber with the Networking Lunch held straight afterwards.

If you would like to book a place please fax back the booking form or email it to [info@babcnw.org](mailto:info@babcnw.org)

#### **Annual Transatlantic Business Conference**

The next Annual Transatlantic Business Conference will be held in **London from May 12-14, 2010**. More information will follow in future newsletters. If you would like further information please contact Jennifer Brooks.

## **Recent Events**

### **14<sup>th</sup> – 15<sup>th</sup> October: Doing Business in USA**

Dorothy Lutter, Minister Counsellor for Commercial Affairs, came to the North West to be our keynote speaker at 2 events in the region. She was accompanied on the visit by Richard Stanbridge, Head of High Tech Industries Team in the U.S. Commercial Service. The first event was in Liverpool on the afternoon of 14th October and the second the following morning in Manchester. In addition to Dorothy's presentation on opportunities in the USA, both events featured presentations on opportunities arising from the fiscal stimulus programme, setting up in the USA, and the US Marketing Scholarship programme. Both events were incredibly successful and we would like to thank all of the speakers and delegates who attended for making them so successful. Dorothy and Richard also found time to meet with the UKTI regional International Trade Adviser team and provide a short update on the US market.

If anyone would like further information on anything raised at the events please contact Jennifer Brooks.

**Our Future and Recent Events are listed more extensively on our website: <http://www.babc.org> under the Events Calendar. Alternatively if you are a BABC member and would like to promote an event please let Jennifer know 0161 875 2334 or [info@babcnw.org](mailto:info@babcnw.org)**

## **NEWS**

### **Welcoming new members**

We would like to extend a warm welcome to the following members who have joined the BABC North West England recently:

- **KLM/Air France** - KLM Royal Dutch Airlines is a worldwide airline company based in the Netherlands. KLM works very closely with Air France within the Air France KLM Group, which exists since the two companies merged in 2004. The Air France KLM Group is Europe's leading Group in the Airline business.

### **Investment News – October also November 2009**

The edition of Investment News for October and also November is now available. There is also an event tab showing the London and New York BABC events until the end of the year. If you are visiting London or New York and feel that we can help, please do not hesitate to get in contact.

[http://www.babc.org/pdf/1009\\_investmentnews.pdf](http://www.babc.org/pdf/1009_investmentnews.pdf) - October

<http://www.babc.org/communications/index.php>. – November

Alternatively if you cannot access the link and would like a PDF version please email Jennifer Brooks and she will be more than happy to email one to you.

## **UK Trade & Investment US Marketing Scholarship Programme, 2010**

The UK Trade & Investment US Marketing Scholarship Programme offers UK SMEs a unique opportunity to attend the prestigious executive marketing programme at the JL Kellogg School of Management, North-Western University, Evanston, Illinois – one of the most distinguished business management schools in the USA.

Scholars are awarded a one-week marketing study programme at the Kellogg School followed by a one week executive attachment with a US company to see the theory put into practice.

The Programme aims to ensure that UK SMEs understand the most effective marketing principles for the US market. There are two courses on offer to help UK SMEs enhance their marketing skills: Business-to-Business marketing and Business-to-Consumer marketing.

If you would like a brochure please contact Jennifer Brooks.

### **Member benefits:**

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

### **Contact**

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