

BABC NW newsletter – October 2009

Dear BABC NW member

Welcome to the October 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 - click on the events tab for the UK.

FUTURE EVENTS

GRP in the North West 16th –18th November 2009

The Greater Richmond Partnership, Virginia are coming to the North West in November to hold 3 workshops. 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. These will be held in Liverpool, Manchester and Lancaster. 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

Hardrock Café (Manchester) – (Whole) October 2009 - Members Event

“Pinktober” is a campaign in which the Hardrock Café is raising money and awareness for the Caron Keating Foundation all through October. They have various artists and bands performing throughout the month. Please visit the Hardrock Café and support this worthy cause!

Dates to Note

1st Dec 2009 – BABC NW Networking event & AGM – details to follow

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

14th – 15th 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.

Aid Funded Business 9th September

The North West International Trade Team, in partnership with Enterprise Europe Network (EEN) and the British American Business Council (BABC), organised a one-day event to raise the awareness of opportunities available in Aid-Funded programmes. This event provided people with information to enable the first steps into looking for relevant tenders/projects, how to use the information provided by the donors to help win business, and what support services UKTI can offer. Speakers included UKTI Commercial Officers who act as Liaison for the World Bank and Inter-American Development Bank in Washington; the UNPD, UNDP and DPKO in New York; and the Caribbean Development Bank in Barbados.

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

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:

- **BEE Worldwide Ltd** - products that support sustainable and efficient energy usage as well as stimulating more effective and efficient ways of working.

- **FTF Sweets** - a specialist confectionary manufacturer importer and distributor. They stock halal haribo and vegan gummy sweet products.

Investment News – September 2009

The edition of Investment News for September 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.babinc.org/babemail/london/sept09_investmentnews.html

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

Jennifer Brooks
Transatlantic Business Manager

Tel : +44 (0)161 875 2334 e-mails: info@babcnw.org

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