

COMMUNICATING WORLD-CLASS

Think Global, Act Local



November 4th 2009, Durham County Cricket Club

Britain is totally connected to, and dependent on, the rest of the world's economy for exports, investment and jobs

The aim of this series of seminars is to help individuals, and businesses be more successful in managing the communication challenges and demands of international trade and working with different cultures and languages. This seminar, the third in the series, takes a close look at some of the most important financial aspects of international business success.

Supported by the Regional Language Network, UKTI and Business Link, these events are free to all businesses interested in creating or expanding their international trade.

If you are developing your international business, you need to know from day one how to succeed in different cultural and language situations and how to market your business successfully

"International Business is an important part of any companies growth..... Prepare and commit properly to get the best results."

Ian Ramsey, Trelleborg Epros

"The communication barriers we have met in the past have been broken down, opening up real opportunities in a fertile market"

*Analog Sensor Technology,
Regional Winners of the North
East Export Award*

WHY YOU SHOULD ATTEND THIS SEMINAR

- Meet the experts local to you to find out the facts about international trade and successful marketing and communication.
- Review your export communications.
- Secure international trade financial support



The Programme

- 8.00 - 8.15** **Registration and buffet breakfast on arrival**
- 8.15 - 8.25** **Welcome**
Richard Sice, Regional Language Network
- 8.25 - 8.55** **Presentation**
Norma Foster, Export Communications Consultant
- 8.55 - 9.20** **Presentation**
Martin Rogers, Manager Trade & Supply Chain, Global Transaction Banking, HSBC
- 9.20 - 9.30** **Case Study**
Martin Rogers
- 9.30 - 9.50** **UKTI and Business Link - Help for International Business**
Jeff Thompson, International Trade Advisor, UKTI North East
- 9.50 - 10.00** **Question and Answer Session**



WHO SHOULD ATTEND THIS SEMINAR?

Managing Directors
Finance Directors/Managers
Sales Directors/Managers
Marketing Directors
Marketing Managers
Web developers

The Organisations



Regional Language Network
www.rln-northeast.com



UK Trade & Investment (UKTI) North East
www.uktradeinvest.gov.uk



Business Link
www.businesslink.gov.uk/northeast

HSBC

www.hsbc.co.uk



VENUE INFORMATION

This breakfast seminar will be held at Durham County Cricket Club, County Ground, Riverside, Chester-le-Street, County Durham, DH3 3QR

How to Register

To book your free place on this seminar fax or return the enclosed booking form to: ESP, Durham Leadership Centre, Enterprise Way, Spennymoor, Co Durham DL16 6YP
Fax: 01388 813554 Phone: 01388 424 942/973 Email: esp@durham.gov.uk

Demand for places will be very high so we advise you to book early

Please state where you saw this information

The information in this document can be made available in a variety of languages and formats. Please contact the Regional Language Network on 0191 423 5616 to order your copy.