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WELCOME!

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 Business *with*
Birmingham



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13

UNIVERSITY  OF
BIRMINGHAM

University of Birmingham Business Club
Breakfast Briefing



**International Business
Challenges**



Tuesday 6th October 2015



UNIVERSITY OF
BIRMINGHAM

Benefits of being a member...

- Access to Bizz Inn space
- Regular Breakfast Briefings
- Opportunity to 'showcase' your business or research
- Intelligence regarding funding calls
- Networking
- Invite-only events e.g. distinguished lecture series
- Much more besides...





UK Trade & Investment

University of Birmingham – Business Club

Mark Sankey

Head of UK Trade & Investment
Team - Birmingham & Solihull

International
Business
Challenges -
How we can
help

6th October 2015



Contents

- Who are we?
 - Are you ready to export?
 - The international trade loop
 - How UKTI can help
 - Next steps
-





Who We are

- Government organisation promoting trade and inward investment
 - Foreign & Commonwealth Office
 - Department for Business, Innovation and Skills (BIS)
 - Over 2300 staff & advisers worldwide
 - British Embassies, High Commissions, Consulates & trade offices globally
 - International Trade Advisers based in West Midlands Chambers of Commerce
-





Why we are here...

- Exports contribute about **60% of GDP** growth.
- **One in four jobs** in the UK is linked to overseas business.
- Exporting makes companies more:-
 - **Competitive**
 - **Innovative**
 - **Productive**
 - **Resilient**

Earn an average of
£100k in additional
sales within 18
months of working
with UKTI

Is your business ready to go

international?



Ask yourself

- What's your unique selling point?
- Is there an overseas demand?
- Are there any legal barriers?
- Where is the best market to start?
- Do you have the financial resources to fund this extension of your business?
- Will you lead this?
- Will you need an overseas partner?
- What are the main risks?
- Are you confident about getting paid?

#exportweek

www.greatbusiness.gov.uk/ukti





International trade loop





How UKTI can help...

- Free export advice and export planning
 - 'Export Savvy' online learning tool
 - First Time Exporter support – funding available
 - Export Masterclasses, Webinars
 - Market Selection and Research
 - Understanding Routes to Market
 - Finding customers/partners overseas
 - Market visits & trade missions
 - Overseas exhibitions and trade fairs
 - Language & business culture advice
 - International websites/E-Exporting
-





Dates for your diary

- 22nd Oct - *Meet the International Trade Experts* at Birmingham Chamber of Commerce www.exportwm.co.uk/localclinics
- UK Trade & Investment - EXPORT WEEK 9-13 November
 - 10th Nov - Selling Education Equipment Overseas
 - 11th Nov - Doing Business in Canada
 - 11th Nov - Start-Up Global
 - 12th Nov – Explore Export at Vox Report World (+50 countries represented)
- 23-25 Nov - EXPORT INSIGHT Visit to The Baltic States (Food & Drink, Cyber and ICT sector focussed)



Next Steps

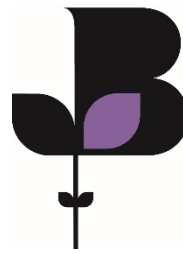
- Speak to an ITA
- Visit our website:
www.gov.uk/ukti
-  @wm_ukti
- Enquiries: 0345 222 0159
- Email: enquiries@uktiwm.co.uk

Good Luck!





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Business case studies

➤ **Manufacturer export case study:**

David Robinson, Managing Director at Arden Photonics

➤ **Service export case study:**

Dr Darren Coleman, Managing Consultant

Wavelength Marketing



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Table discussion topics

- **Export Routes to Market** – led by Hari Rai – UKTI West Midlands
 - **Overcoming language and business culture barriers** – led by Gerti Willis, UKTI West Midlands
 - **Managing Export Risks & Getting Paid** – led by John McKenzie, Regional International Banking Director, Lloyds Bank with Jane Cooper UK Export Finance
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**Any
Questions?**





Business Support on your Doorstep



Business Support on Your Doorstep

Innovate UK
Technology Strategy Board





What is the Enterprise Europe Network?

European Commission's official business support network

- approx. 600 member organisations across 55 countries
- largest network for European SME's

Our mission:

Helping West Midlands SMEs make the most of the business opportunities in Europe



Innovate UK

Invest NI (Lead)

RTC North Ltd (Lead)

- Teesside University (NE)
- City of Bradford MDC (Y&H)
- West & North Yorkshire CoC (Y&H)
- Chamberlink Ltd (NW)
- Inventya Ltd (NW)

NORTHERN

Coventry University Enterprises (Lead)

- Derbyshire & Nottingham CoC (East)
- Birmingham CoC (West)

MIDLANDS

Exemplas Holdings (Lead)

- St. John's Innovation Centre

EAST

Swansea University (Lead)

- BIC Innovation Ltd

Greater London Enterprises (Lead)

- London CoC
- UCL

SOUTH EAST

SOUTH WEST

Business West (Lead)

Oxford Innovation (Lead)

- University of Greenwich

Innovate UK

Technology Strategy Board



Services

Information

- European Legislation
- Market Intelligence and Research
- Labelling and Packaging requirements
- EU Funding Opportunities

Business Partnering Service

Agents, Distributors, Joint Ventures, Subcontracting

POD – company profile submission

Partnering = innovation = competitiveness



Partnership Opportunities Database

- ✓ Belgian company producing high quality cookies is looking for distributors in France, United Kingdom and Germany.
- ✓ French company specialised in the manufacture of essential oils diffusers made of glass is looking for wholesalers.
- ✓ French producer of heating equipment for big industrial and commercial spaces is looking for a distributor / dealer / representative to promote and distribute the range of products abroad.

*Consumer Products Crafts, Giftware & Jewellery Electrical Products Engineering
Environmental Food & Drink General Building & Civil Engineering Information
Technology Machinery and Equipment Metal Medical & Cosmetics Motor Vehicles &
Transport Paper, Printing & Packaging Plastics & Chemicals Recycling & Renewable
Energy Services Textiles, Clothing & Leather Wood & Furniture*



Sector Groups

Experts in key sectors from all across the Enterprise Europe Network have teamed up to provide SMEs customised support.

Automotive, Transport and Logistics
Biotech
Pharma and Cosmetics
Chemicals
Creative industries
Healthcare
Maritime Industry and Service
Nano- and Micro technologies
ICT

Space and Aerospace
Sustainable Construction
Textile & Fashion
Tourism and Cultural Heritage
Environment
Intelligent Energy
Materials
Services and Retail

Organisation of brokerage events in Europe



Events

Regional:

22nd October – International Trade: Meet the Experts

17th November - Intellectual Property – What do you really own?

19th November - European Finance for your Business

20th November – Managing Agents and Distributors

European:

Healthcare Brokerage Event MEDICA

Food Matters Live



Sunny Claire, Business Adviser

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Tel - 0121 607 1895

Web - www.een-midlands.org.uk

www.enterprise-europe-network.ec.europa.eu

International Business Challenges

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Modern Languages for Business

- *'The UK economy is already losing around £50 billion a year in lost contracts because of lack of language skills in the workforce. And we aren't just talking about high flyers: in 2011 over 27 per cent of admin and clerical jobs went unfilled because of the languages deficit.'* Baroness Coussins, Chair of the [All-Party Parliamentary Group on Modern Languages](#)
- What do 'cultural ignorance' and a lack of language skills cost the West Midlands economy?
- To what extent can languages contribute to the West Midlands Combined Authority and to 'economic powerhousing'?

Who We Are

Department of Modern Languages

85 staff

800+ Undergraduates and Postgraduates

**Arabic, Basque, Catalan, Chinese, French, Galician,
German, Italian, Japanese, Portuguese, Russian,
Spanish**

**Specialisms in Translation. New posts for 2016 in
Portuguese (links with Brazil) and Interpreting
(Chinese).**



What We Offer – What We Are Seeking

- Knowledge about international business activity and needs in the West Midlands. What could we do for the sector that we don't know about? We have a huge amount of linguistic and cultural knowledge to offer, in a city that speaks over 100 languages, and want to contribute to the region's prosperity and development.
- Modern Languages for business but also for business ethics and the way in which business is created and done, with cultural understanding and respect, for mutual benefit.
- For students of all years, UG and PG: internships, placements, sponsorships, and projects needing linguists and researchers with skills in languages, translation, and foreign cultures.
- [West Midlands Routes into Languages](#) promotes languages in schools, especially those in deprived and disadvantaged areas. Government funding is coming to an end. Opportunity for sponsorship from companies, with a reach of nearly 13,000 schoolchildren in the region over 2014-2015.



Further Links

- The Department of Modern Languages at the University of Birmingham
<http://www.birmingham.ac.uk/schools/lcahm/departments/languages/index.aspx>
- Languages for All: language courses run at the University of Birmingham
<http://www.birmingham.ac.uk/schools/lcahm/departments/languages/sections/lfa/index.aspx>
- Born Global. British Council report into business and languages
http://www.ucml.ac.uk/sites/default/files/shapingthefuture/101/Born%20Global_Summary%20of%20Interim%20Findings%2017%20Oct%202014%281%29.pdf

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Q&A

Business Club – 2 years in numbers

- 13 breakfast events
- 25 speakers
- 52 pitches
- 350 bacon sandwiches
- Almost 500 members!
- 327 Twitter followers, 859 tweets
- 132 LinkedIn members
- 331m people reached via our collaboration with British Science Festival in Sep 2014

Business Club – 2 years in projects

Webster & Horsfall: Understanding of microstructure raw materials, welded & annealed wires, ABIA & KTP project . Attended September 2013 Breakfast Briefing

Spring Active: Development of an MSc dissertation. Attended January 2014 Breakfast Briefing

Health Exchange: Evidence for positive impact of workplace wellbeing programmes. Attended January 2014 Breakfast Briefing

Bluevine: What impact can Big Data have on SMEs in the UK? Attended January 2014 event

Grayson Thermal Systems: Development of valid CFD modelling protocol. Attended September 2013 Breakfast Briefing

Avatar Enterprise: Research into the vast range of materials that are able to set within the range of temperatures available using the FDM process. Attended December 2014 Breakfast Briefing

GTMA: Develop a miniaturised cell at the Manufacturing Resource Centre. Joint event on Emerging Tech in May 2015. Attended December 2014 Breakfast Briefing



Business Clubs

"We found the meeting to be very useful and inspiring, to see new ideas coming to fruition. Following the meeting we are now helping four businesses claim for R&D tax credits they previously thought or advised that they were not eligible for"

Paul Wood, Owner, Woodshires Business

"Since attending the University of Birmingham Business Club, it's been great to collaborate by attending student fairs and offering work experience placements. It has definitely given us the opportunity as a business to have access to a pool of the talented next generation that the University are nurturing. I look forward to our collaboration and relationship to grow over time."

Mathew Inniss, Founder & CEO, Fitnniss Ltd

"For Zybert Computing an excellent opportunity to meet the present technology we developed"

Richard Zybert, Director, Zybert Computing

Business Club – what next?

Suggestions for 2016:

- Family Businesses: challenges from one generation to the next
- An out vote on the referendum: the effect on exports to Europe
- Encouraging innovation in business
- Attracting high-quality graduates: skills
- Access to Finance

Additional sector focused workshops suggested for 2016:

- Advanced Manufacturing
- Transport
- Life Sciences

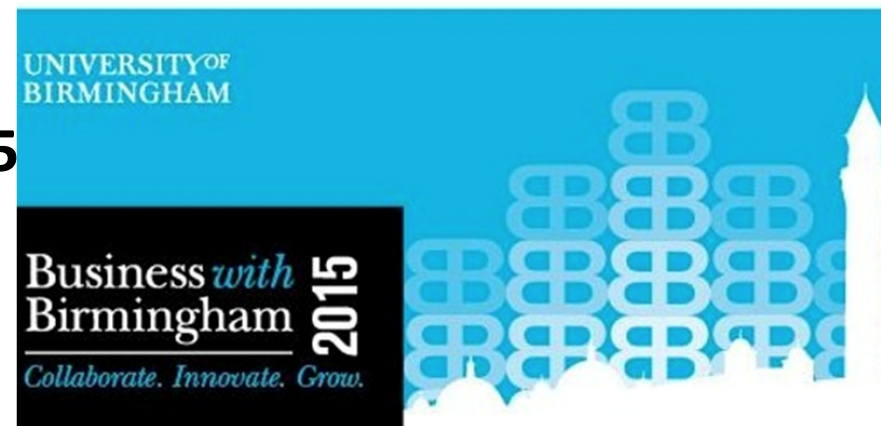
Business with Birmingham 2015

Join us on **Friday 20th November** in the Great Hall of the Aston Webb building to hear about the fantastic opportunities for Business and University collaboration.

Attendants will:

- Understand the benefits of R&D collaborations
- Hear from businesses who have formed successful collaborations, and accessed funding
- Network and share best practice with like-minded business leaders, researchers and policy officers

Register FREE today at
<http://tinyurl.com/BWBCConf2015>



Business with Birmingham Awards 2015

Applications are currently being invited for our Business with Birmingham Awards. Due to be announced at the conference on 20th November, these awards will celebrate innovation and collaboration among the SME community, both locally and nationwide.

Applications are invited in three categories:

- *High Growth Innovative SME of the Year*
- *Best Collaboration for Business Innovation 2015*
- *West Midlands Supply Chain Exemplar 2015*

For details on how to apply please contact l.jones.2@bham.ac.uk



Business Club

Thank you for the last two
years!

Look forward to seeing you on
Tuesday 1 December

