

## **Export to Ireland – Opportunities on your Doorstep September 15th, 2010 – (9.15am – 13.00pm)**

**Venue: The National Brewery Centre – Burton on Trent**

### **FREE OF CHARGE**

**This free seminar will outline the numerous opportunities available to West Midlands companies wanting to sell into the Republic of Ireland. With guest speakers from the British Embassy Dublin and a “How we did it” overview from a local company you will learn how to exploit these “opportunities on your doorstep” and discover the range of government support available to help you succeed.**

#### **Seminar Overview:**

The UK exported more goods to Ireland last year than we did to all of Brazil, Russia, India and China combined (Source: Office for National Statistics). It is the UK's 5<sup>th</sup> largest export market, where every man, woman and child spends an average of £3,607 per year on British goods, one of the highest per capita spends on British products in the world. UK Trade & Investment have identified the significant opportunities that exist right on your doorstep. Discover why it is a great market to start your exporting activities and so learn valuable lessons to make you better prepared to tackle other export markets in the future.

#### **Seminar Speakers:**

The morning will provide you with:

- A specialist overview of Ireland from Pete McWilliams, a Trade Adviser at the British Embassy in Dublin, including the current business climate, considerations for the routes to market, trading challenges and how to overcome them, plus details of the support available to assist your business to succeed.
- The latest situation on the business opportunities that are available in almost all sectors from Simon McKeever, the Director of Trade and Investment at the British Embassy in Dublin. This will be followed by a focus on food & drink, fashion & textiles and healthcare, as Ireland is one of the world's largest importers of UK products from these sectors.
- First hand practical advice from Andrew Platts of Power Shear Mixers Ltd who will share his experiences of how his Dudley based company has successfully developed business through an agent in Ireland.

Registration for the event will commence at 9.15am with the presentations beginning at 9.45am. The event will come to a close at 12.45 where lunch will be provided and you will have the chance to speak informally with our guest speakers.

**Don't overlook the opportunities that Ireland can offer and book a place today!**

## Programme overview

### “Doing Business in Ireland”

Pete McWilliams, Trade Adviser (British Embassy, Dublin)

### “Opportunities in Ireland “

Simon McKeever, Director of Trade & Investment (British Embassy, Dublin).

### “Case Study”

A local company, Power Shear Mixers Ltd., will outline their experiences in Ireland and how they have achieved success.

## Further opportunities:

You will have the opportunity to gain invaluable one to one advice from the key speakers from Dublin after the seminar and during lunch.

You will receive a free copy at the event of a report entitled “Doing Business in the Republic of Ireland” which provides information on a range of topics to help you to trade successfully in the market.

Delegates to this seminar will also be given the opportunity to visit the National Brewery Centre after the event if they so wish.

## How to book:

For further information or to register your interest please contact:

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**Limited places are available so apply now.**

This UK Trade & Investment Seminar is delivered by West Midlands Chambers of Commerce LLP and part funded through the European Regional Development Fund.