

Club Sophia UK and the e.Business Centre

“Global Perspectives on Marketing”

Club Sophia UK in partnership with the e.Business Centre at Northumbria University held a one day seminar called “***Global Perspectives on Marketing***” in December 2001. The seminar included an introduction to marketing, the e.Marketing fit, and International trade law, including case studies and video links with Greece and France. This was the first in what is planned to be a series of collaborative events being organized by the various support organizations based in the North East.

The highlights of the event were the video conferencing links. Video links set up with France and Greece gave SMEs in the North East of England a chance to hear from digital companies based in Sophia Antipolis in the South of France and BaNet based in Thessaloniki in Northern Greece. Delegates were able to hear first hand about product launches in other countries.

The event was aimed at owners and managers of small to medium sized businesses wishing to improve their competitiveness through a better understanding of marketing, exploring new markets and the Internet as a marketing tool.

The event was a great success and has paved the way for further collaboration between the e.Business Centre and Club Sophia UK.

By Tracey Pitt – eBusiness Centre Manager