

# Trade Partners UK build stronger links with FBC via Business Link Tyne & Wear 'Focus on France' Event

Trade Partners UK is a Government backed network for international trade services delivered at your local Business Link by the International Trade Team whose role is to foster business competitiveness by helping UK companies secure overseas sales and investments. These teams comprise several International Trade Advisers whose responsibility is to visit local SMEs and help them become successful exporters.

Within the North East region, there are 15 International Trade Advisers operating from the 4 local Business Links of Northumberland, Durham, Tees Valley and Tyne & Wear. All promote international trade to their local SMEs and assist them to adopt a strategic and cost effective approach to their chosen market. In addition to this, the international trade advisers organise specific events and visit-based packages. For example Business Link Tees Valley are taking a group of regional SMEs to meet potential customers in Paris in February 2002 as part of an Export Explorer package and Business Link Tyne & Wear are organising an event, 'Focus on France', on 11 December in association with the French Business Council and RTC North Ltd. Andrew Robinson, Chairman of the FBC, will be guest speaker at this event.

Business Link Tyne & Wear have recently appointed one of their international trade advisers to the role of Regional ICT International Trade Adviser. Jayne Pickersgill will be

working closely with ICT companies across the North East region and will be actively involved with events and trade missions for this sector.

Jayne is assisting the North East companies who are attending the prestigious MILIA 2002 Show in the South of France to prepare for and follow up from their visit. For the last few years, the FBC has taken the lead in organising a North East stand at this international exhibition. This year, the Digital Media Network will take on that role. Exhibitors will benefit from the Trade Partners UK financial support to assist with the cost of their presence at the Show.

MILIA takes place from 5 to 8 February 2002 and brings together developers, producers and publishers of interactive entertainment, on-line games and digital media content with senior decision makers from broadband and wireless networks, telecoms, broadcast, Interactive TV operators and major Internet portals.

Trade Partners UK will continue to work closely with the French Business Council for the benefit of SMEs located in the North East.