

WEST WALES EXPORTERS ASSOCIATION

EVENT ARTICLE

On Tuesday, 22nd September the West Wales Exporters Association held the first event of its 2009-2010 calendar at the National Waterfront Museum in Swansea. The event was titled 'Exporting To Europe' as it coincided with International Business Wales' ITO initiative, 'The European Roadshow' involving ten of IBW's in-market country specialists who are travelling throughout Wales offering export advice to businesses considering trading in Europe.

The specialists – all of whom live and work in their chosen areas - covered a wide range of countries, including, Germany, Czech Republic, France, Turkey, Spain, Russia, Ireland and the Benelux countries amongst others. Following a welcoming drink and buffet, the event was staged as a Forum with an audience of 35 exporters/professionals asking questions to the experts. A lively debate ensued and at its conclusion there were a number of one to one discussions taking place throughout the Hall which will hopefully lead to increased export business for our local companies!

Steve Smith, Chairman of the Association, said, "This was an excellent opportunity for businesses in South West Wales to interact with trade experts covering a wide range of European countries, and we are grateful to International Business Wales for their help in arranging the speakers."

Ian Davies of IBW, said, "All the in-market specialists enjoyed the evening and have made a variety of contacts which can only help to foster improved export activity in the future. The event was so successful we hope to repeat it later in the year with other markets."

Details of the event, including a podcast filmed by Vibe TV, can be viewed on the Association's website, 'www.westwalesexporters.co.uk' where full background to the Association can be found, including an on-line application form should any business wish to become a member.

The next event will be 'Trading with the Middle East' to be held on Monday 2nd November, venue and speakers to be confirmed.