

WEST WALES Exporters Association

The West Wales Exporters Association was formed in 1994 and is a not for profit support organisation, comprising members from both private and public sector businesses. The Association's key aim is to encourage export activity amongst new and experienced exporters across South West Wales.

This aim is achieved by a combination of the following activities:-

- hosting a programme of events relating to different aspects of International Trade, including expert speakers.
- providing a local networking forum for businesses to discuss export issues with each other and professional advisers.
- providing an introduction to other support agencies.
- encouraging the exchange of knowledge and experience to mutual benefit.

In the last 18 months, the Association has also set up a detailed website (www.westwalesexporters.co.uk) which any business can access for information about the Association and also for links to other support agencies. Members can also access more detailed information about past events, including viewing detailed presentations and contact points, and will shortly be able to interact online.



Steve Smith

"Exporting is an excellent way of boosting a company's sales performance and profitability by bringing its products and services to a worldwide audience," says Steve Smith, Chairman of the Association. "We all know how difficult trading conditions are at present, and conditions are likely to remain tough for some time to come. However, different areas of the world will pull out of recession at different times and there can be a real benefit in tapping in to demand from a variety of markets."

"The Association hosts eight or nine meetings a year, from September through to May, and our meetings cover a wide variety of country or sector related topics. As an example, since

January we have held meetings with speakers from China, South America, Malaysia, Czech Republic and South Africa and speakers are already booked for India, Middle East, and Australia in the autumn. We arrange a buffet to accompany each meeting and occasionally hold them in local restaurants: our China and India meetings are always well attended! – I would urge businesses to visit the website for more information."

Membership of the Association is good value for the services on offer, with annual fees being £35 for an individual or £70 for corporate membership, allowing up to four employees (or £30 and £60 if the business is a member of the South Wales Chamber of Commerce). If any business is interested in membership, then contact details are included on the website.

"Why not give us a call," says Steve, "there is nothing to lose and the first meeting a company attends will be free of charge. You never know, it could change your life and your company's prospects!"

Next Event...
 Wednesday 15th September at 5:30pm
Exporting to India
 See website for more details

Handelsbanken is a Swedish Bank with a growing presence in the UK corporate and private individual market. Swansea Branch opened in 2008 and was the 46th branch in the UK - the bank recently announced the opening of Manchester North which will be the 86th, and more branches will follow over the next few years. Handelsbanken provides full banking services to businesses across all sectors which have a minimum turnover of £1m and a profitable track record, together with personal banking and mortgages for business owners and professionals.



Steve Smith, Branch Manager, says 'Handelsbanken operates on a decentralised basis with the majority of decisions, including lending approvals, made at branch level which enables us to tailor bespoke solutions which suit individual client needs. Our clients only deal with staff at the branch who they know and are comfortable with. We provide a full service including internet banking, asset finance and trade finance, and are pleased to be a main sponsor of the West Wales Exporters Association. Banking just as it used to be: why not give me or one of my team a call.'

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