

Press release

October 2009

**SOUTH WEST BUSINESSES OFFERED FREE TRAINING TO COMPETE FOR
MAJOR GLOBAL SPORTING EVENTS**

UK Trade & Investment is showing South West companies how they can 'go for gold' in their international trade at an event which will set out the many business opportunities presented by major global sporting events.

UKTI is holding the free event, called 'Developing International Trade through Sport', on Friday 23 October 2009 at Weymouth & Portland National Sailing Academy in Weymouth.

The programme of speakers includes John Tweed, Chief Executive of Weymouth and Portland National Sailing Academy, which successfully bid for the London 2012 Olympics. International engineering firm Buro Happold, who have worked on multiple major sporting event bids, will share their tips and techniques for mirroring this success and breaking into this coveted supply chain, and there will also be a session on specific opportunities for the Brazil 2014 World Cup.

UKTI will deliver presentations on how companies can promote their products and services to potential buyers as well as undertaking one-to-one meetings with attendees to help them take the first steps toward being part of the supply chain for major global sporting events.

Russell Jones, UKTI South West International Trade Director explains:

"British firms were winners in Beijing where they won over £2billion of business from the 2008 Games. 2009 is no different, with the global sports market estimated to be worth \$111 billion this year alone.

“This free event is not just for companies interested in supporting the 2012 London Olympics but for those well placed to take advantage of any major sporting event, such as the World Cup, the Winter Olympics, the Paralympics or the European Championships.

“It’s also not just for property companies interested in building new stadia. It’s for anyone working in any sector that would be of benefit to those holding major sporting events. This might include those that provide mobile catering kitchen units to help feed staff and customers, linen or lighting suppliers that can outfit extra rooms to meet increased demand in hotels, security pass makers to help facilitate on site access, walkie-talkie manufacturers to help the marshals keep in touch, etc.

“The list is almost endless, as are the opportunities, and we would encourage all businesses to take advantage of this unique introduction to new potential markets.”

This free event will take place on **Friday 23 October** between **10.00** and **13.30**, with lunch followed by one-to-one meetings.

With demand likely to be high, attendees are urged to pre-register via the following website <http://www.enterpriseeuropesw.org.uk/swr/events> or contact **Sofia Aldatz** on 01275 370 997 to avoid disappointment.

Notes to News Editors

UK Trade & Investment

UK Trade & Investment is the government organisation that provides integrated support services for UK companies engaged in overseas trade and foreign enterprises seeking to locate in the UK. It brings together the work of teams in British embassies and FCO posts overseas and government departments across Whitehall. In England, international trade support is coordinated by nine International Trade Directors working in partnership with each Regional Development Agency. UK Trade & Investment services are delivered locally through a network of International Trade Teams. The devolved administrations in Scotland, Wales and Northern Ireland have their own arrangements for local delivery of services. For more information visit the web site www.uktradeinvest.gov.uk

GWE Business West

The South West UK Trade and Investment service is delivered by GWE Business West, a leading membership and economic development organisation delivering an extensive range of services to businesses. As a powerful voice for business we play a major role in shaping and supporting economic growth and success.

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