

“There is a clear connection between the value an exporter places on language skills and turnover”

"Body language is a vital part of everyday communication and having the capability of understanding physical signals can have a significant impact on corporate success"



“Culture affects everything we do. It is a shared framework of understanding and a basis for communication”

“Rebalancing our trade with non-English speaking countries could add £21 billion per year to UK GDP”

COMMUNICATING WORLD-CLASS Achieve Greater Success

with
International Business Clients



“Customers will pay more if they can buy in their own language”

“Internet users are four times more likely to buy on line when addressed in their own language”

March 26th 2009, St. James' Park, Newcastle

Overcoming Communication Barriers to International Trade



A recent survey report said nearly 90% of respondents agreed that cultural awareness training would have helped them get business in a foreign country.

If you are developing or growing your export business you need to know from day one how to succeed in different cultural and language situations.

- The UK could secure over £9 billion in extra market share by investing in language and cultural training.
- 80% of UK export managers are unable to do business in a foreign language or culture.
- A major north east business recently increased its sales by nearly 50% by successfully tackling its language and culture challenges.

This seminar is one of a series, which will help individuals and businesses be more successful in managing the communication challenges and demands of international trade and working with different cultures and languages.

Supported by the Regional Language Network, UKTI and Business Link, these events are free to all businesses interested in creating or expanding their international trade.

WHY YOU SHOULD ATTEND THIS SEMINAR

- ◆ Understand how to overcome the language and cultural barriers to international business success.
- ◆ Hear from companies who have made their international business a success.
- ◆ Understand how to operate successfully and effectively in different cultures and languages.
- ◆ Meet the experts local to you to find out the facts about international trade.

The Programme

Passionate about languages

north east
england



8.00 - 8.15

**Registration and buffet
breakfast on arrival**

8.15 - 8.25

Welcome:

*Zélie Guérin, Regional Language
Network*

8.25 - 9.10

**Exporting Gets Personal :
Designing Your Communication
WorkOut**

*Jo Chexal, Hon. Consul of
Germany in North East England
& Andrew Robinson, French
Business Council*

9.10 - 9.20

Business Link

*Mike Lakinski,
Business Development Manager*

9.20- 9.35

**My Secrets to Successful
Communication**

Ian Ramsey, Trelleborg Epros

9.35 - 9.45

UK Trade & Investment

*Jeff Thompson, International Trade
Advisor from UKTI*

9.45 - 10.00

Question and Answer Session

**10.00 -
onwards**

**Opportunity for one-to-one
discussions**

**Overcoming language and cultural barriers, and
incorporating language strategies into their business plans
has helped these and many other local businesses grow.**

"The communication barriers we have met in the past have been
broken down, opening up real opportunities in a fertile market"

*Analox Sensor Technology,
Regional Winners of the North East Export Award*

"We find language skills are essential. We have built up business
with companies that don't speak English and the only way
forward is to speak their language. Some of the biggest orders
we have had in recent months fall into this category."

Palintest Ltd

WHO SHOULD ATTEND?

- ◆ Managing Directors
- ◆ Sales Directors/Managers
- ◆ Marketing Directors/Managers

About the Presenters

Regional Language Network

The RLN works to promote a greater national capability in language and cultural skills for business and employment, supported by CILT, the National Centre for Languages. They offer wide ranging professional assistance to North East Businesses. www.rln-northeast.com

UK Trade & Investment (UKTI) North East

UK Trade & Investment supports companies in the North East that want to trade and invest overseas. If you are a business based in the North East, call your local International Trade Team to find out how you can access our full range of services to help you grow your international business. www.uktradeinvest.gov.uk

Business Link

Working both with new and established businesses, Business Link provides free independent business guidance through a single point of contact, giving easy access to the full range of business support services available locally. www.businesslink.gov.uk/northeast

ECCO

ECCO work closely with businesses of all sectors to develop commercial, cultural and research partnerships in France and Germany. www.frenchbusinesscouncil.co.uk

Trelleborg Epros

A successful player in environmental protection systems Trelleborg Epros International Ltd. has set up its new British base in Gateshead. Trelleborg Epros is a market leader in its field; international pipe repair and sewer rehabilitation. www.epros-international.co.uk

HOW TO REGISTER

To book your free place on this seminar fax or return the enclosed booking form to Arlene Pearson, Aykley Heads Centre, Aykley Heads, Durham DH1 5TS. Fax: 0191 383 1655. To book by phone call 0191 383 1640/45.

To book by email contact us at esp@durham.gov.uk

Demand for places will be very high so we advise you to book early



Venue details

The first event in this series of Seminars will be a breakfast event held at Newcastle United Football Club, St James' Park, Newcastle-Upon-Tyne NE1 4ST on March 26th 2009.

"The information in this document can be made available in a variety of languages and formats.

Please contact the Regional Language Network on 0191 229 6347 to order your copy."