

## Kent International Business & 2 Seas Trade Update November 2013

The autumn has been a busy time for both the 2 Seas Trade project and Kent International Business with a range of activities taking place to help Kent companies in their export activities. The below highlights some of the activities which we have organised over the last few weeks:

### 19 Nov, 2 Seas Trade Project Day Trip to HORECA Trade Fair, Ghent, Belgium



We took 15 Kent businesses by coach to this event in Belgium which focuses on the supply sector for the hospitality & catering industry. The day enabled Kent firms to research the Belgian market and meet potential business contacts. One Kent drinks producer secured an order at the event for 80 cases of his product from a Belgian importer as a result of a connection brokered by a KCC officer.

### 11 Nov, Exporting for Growth Event (KIB with UKTI), Maidstone

UKTI worked with KCC, HSBC and the IOD to organise the biggest “National Export Week” in the SE. Over **150 participants** (including a very high % of ‘real companies’) attended this morning seminar to find out more about the benefits of exporting and the range of trade support services available in Kent. Speakers included broadcaster Declan Curry, HSBC Chief Economist Mark Berisford-Smith and Guy Whitehead from Armourcoat in Sevenoaks. Three successful workshops were run on the subjects of international website optimisation, international trade finance and market selection.



### 6-7 Nov, Visit to AquaTech Trade Fair, Amsterdam



Through the EU funded 2 Seas Trade project, we took a delegation of **8 Kent companies** to visit Aquatech – a trade fair focusing on water treatment & management. As part of the visit, the businesses were able to participate in pre-arranged appointments as part of an EEN B2B Matchmaking event. Companies found the visit extremely useful e.g. One Kent company identified a potential new distributor in the Netherlands, another identified a range of technology transfer leads and another identified a range of potential new overseas clients.

### 31 Oct, “How Companies can (and do) sell services to France” Event, (Ashford)



This joint ‘2 Seas Trade’ & ‘Kent Export Club’ event focused on how business & professional service companies from Kent can start doing business in the French market. **12 Kent companies** heard from specialists in the French market about how to deal with the business culture and enter the market.

### 24 Oct, Doing Business in the Netherlands (Manston)



**33 Kent firms** attended this joint event with UKTI, Manston, KLM and 2 Seas Trade to promote business opportunities in the Dutch market. The event provided useful information about key opportunities for different sectors in the Netherlands. As a result of the event, one Kent firm is now in discussion with potential customers in the Netherlands and Denmark.

### 3 Oct, Innovation for Independent Living Conference, Discovery Park



This conference was an opportunity for firms from Kent, Belgium and the Netherlands to find out more about opportunities in the health and social care sectors in the different markets and to network with companies from the partner regions. **44 businesses took part.**

One Kent firm said *“Part of our overall market research and ideas towards developing new software innovations”*

### 20-22 Sep, Regional Produce Show in Ghent



The 2 Seas Trade project took **4 Kent food & drink producers** (Quex Foods, Cheesemakers fo Canterbury, Rough Old Wife Cider and Fudge Kitchen) to this consumer show in Belgium to enable them to test the market for their products. Companies found the experience very useful in determining which of their products worked well for the Belgian consumer market.

*“I think there is definitely a market in Belgium for our products”*

### 17 Sep, French-UK Networking Event (multi-sector)



The 2 Seas Trade project took **27 Kent companies** from various sectors to meet with a similar number businesses in Nord-Pas de Calais to make contacts and find out more about opportunities in the French market.

*“...it was an interesting experience which definitely helped me understand French business a little more and make some new contacts”*

