

Helping London SMEs prepare for overseas trade

Firms in London can find out how to benefit from a new initiative between HSBC Trade and Supply Chain and UK Trade & Investment (UKTI) to help UK exporters of all sizes capitalise on trade opportunities in 2009.

The joint initiative is designed to provide training events and additional trade assistance for businesses looking to enhance their ability to grow their international export business.

In London, HSBC and UKTI are holding a breakfast workshop to help demystify international business and give advice on how to trade successfully overseas. The event - which is free, though the number of places is limited - will be held on 24 June, at HSBC's London headquarters, 8 Canada Square, E14, from 9am until midday.

The interactive workshop is aimed specifically at SMEs preparing to trade, or already trading, overseas. It will be presented by experienced UKTI Trade Advisers and HSBC Trade & Treasury Specialists, who will talk about the opportunities and challenges in exporting, and help companies understand how to prepare their international strategy and avoid some of the common pitfalls.

The event will cover:

- * the process of trading internationally;
- * how to enter the market of your choice more effectively;
- * understanding the risks involved in trading overseas and how to mitigate them;
- * how to finance international growth; and
- * management of currency risks.

Businesses interested in attending the international trade workshop should go to <http://www.hsbc.co.uk/tradeacademy>

HSBC Trade and Supply Chain is one of the largest trade services organisations in the world. Our award-winning international trade expertise combines over 140 years of extensive experience in international trade with a unique blend of local knowledge, supported by advanced technology and our extensive network of dedicated trade services offices in over 60 countries and territories worldwide.

UKTI is the government organisation that helps UK-based companies succeed in the global economy. It also helps overseas companies bring their high-quality investment to the UK's dynamic economy - acknowledged as Europe's best place from which to succeed in global business. UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. It provides companies with the tools they require to be competitive on the world stage. For further information, please visit <http://www.uktradeinvest.gov.uk> or telephone +44 (0)20 7215 8000.