

International Trade Development Events Programme

The Highlands and Islands Enterprise (HIE) Network is delivering a programme of workshops and events to support businesses wishing to develop and extend their international markets. The programme is designed to help businesses build their knowledge and skills required to trade successfully in overseas markets. The programme will be of interest to most companies – from first time exporters to more experienced exporters – and from all industry sectors.

Events are free to representatives from Highlands and Islands based businesses. Each event is delivered by very experienced and practical exporters/tutors. Extensive course notes are supplied at each event, as is lunch and other refreshments. Delegates can also attend any event in any location.

The first set of workshops is an “Introduction to Exporting.” This workshop is geared towards first time exporters, or experienced exporters wishing to train new staff or simply to serve as a reminder. Delegates will find out about the following: why companies should consider exporting; export planning; the terminology explained, including incoterms; how to calculate an export price; contracts and agreements with third parties; shipping methods; export documents; vat; and getting paid. The details are as follows:

Workshop	Date & Times	Venue & Location
Introduction to Exporting	Wed 26 Sep, 9am – 4.30pm	The Knockomie Hotel, Forres
Introduction to Exporting	Thu 27 Sep, 9am – 4.30pm	Bunchrew House Hotel, Inverness
Introduction to Exporting	Fri 28 Sep, 9am – 4.30pm	Lochaber College, Fort William

For further information about the international trade development programme, including all forthcoming international trade development events throughout the Highlands and Islands, check out www.hiebusiness.co.uk. Some additional forthcoming events are listed on the back of this leaflet.

Booking

Please note that reservations for any events should be made at least 2 working days before each event. To reserve a place for this workshop or any other forthcoming event, either book online at www.hiebusiness.co.uk, or complete the details below and fax this to 01369 830000 or post it to SMas Ltd, Na Mara, Innellan, Argyll, PA23 7QN.

Name of Workshop:

Date & Location:

Name of Individual:

Name of Organisation:

Job Title:

Email:

Telephone Number:

International Trade Development Events from October 2007 to March 2008

Other international trade development events planned for October 2007 onwards are as follows:

Event	Overview	Date & Location
Identifying & Evaluating Overseas Markets (1 day workshop)	Gathering information & providing clarity, to help prioritise & identify key overseas markets a company should focus their efforts on	25th Oct Forres, Moray
Whisky & Golf – Emerging Markets (0.5 day seminar)	For tourism-related businesses, find out about key emerging visitor markets such as China & Russia	7th Nov Craigellachie, Speyside
Cruise Ships (1 day national conference)	Geared for port authorities and key players in the cruise ships tourism market, to target international trade	15th Nov Invergordon, Ross-shire
Export Procedures and Documentation (1 day workshop)	For individuals involved within an export department who deal with the associated paperwork	31st Jan Aberlour, Moray
Maximising the Internet for International Trade (1 day conference)	For all industry sectors – companies with e-commerce websites selling overseas, or companies planning to sell overseas, via the internet	13th Feb Inverness, Highlands
Marine Leisure Tourism (1 day regional conference)	For tourism-related businesses, find out about key international markets in yachting, leisure boat trips and watersports	21st Feb Oban, Argyll
Appointing and Managing Agents & Distributors (1 day workshop)	For experienced and novice exporters, who have to deal with agents and/or distributors	11th March Inverness, Highlands



Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean



Lochaber
Loch Abar



Moray



Inverness and East Highland
Inbhir Nis agus Taobh Sear na Gàidhealtachd

If you require any further information, please contact Stewart Miller (Project Manager) on email info@smas.co.uk or telephone number 01369 830000.

For full details of HIE's International Trade Development Events Programme, check out the website www.hiebusiness.co.uk and follow the links