



Going Global

Made it locally,
Now trade globally

GOING GLOBAL – MEET THE BUYER EVENT 2010

WEDNESDAY 17TH MARCH, GREAT YORKSHIRE SHOWGROUND, HARROGATE

Yorkshire Forward in association with UK Trade & Investment brings you the Going Global - Meet the Buyer Event. For one day only, in one location, you will be able to meet over 100 international buyers who are actively looking to do business with Yorkshire and Humber companies. This is a unique event combining a 'meet the buyer' trade event with practical workshops and a Global Village - all designed to make a real difference to your business.

Going Global - Meet the Buyer will attract over 900 delegates from a wide range of industry sectors and will facilitate meetings with the region's businesses and international buyers from key markets. You'll hear first hand about their procurement policies, buying cycles and discover any opportunities that might be available for your business.

For those that just want to find out more about trading opportunities, the Global Village and Master Classes will offer access to a wide range of experts including regional and international support organisations and representatives from some of the key trading markets.

WHY YOU NEED TO BE THERE

- The largest meet the buyer event of its type taking place in the UK
- Network with over 900 regional businesses
- Meet the key players from some of the largest trading markets for the region
- Master classes will give you the opportunity to meet World Market and International Trade experts and hear from specialists in areas such as: winning and delivering export business; managing risk; defining successful sales strategies; exploring different routes to market and looking at future markets - identifying opportunities resulting from the multi million pound global fiscal stimulus programme.

HOW TO REGISTER

For more information and to register for the event please visit www.tradeyorkshire.com/goingglobal10. If you have any queries please contact the Events Team on 0113 3949712/11.

Please note the event is free for those delegates attending the Global Village and Master Classes. There is a nominal £50+vat fee (allowing up to two delegates) for companies that are approved to participate in the Meet the Buyer meetings.