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Selecting, Managing and Motivating Overseas Partners

Most companies need partners in the countries with which they trade to handle particular or country related aspects of their business. The choice of partner will depend on the product or service, the country and its customs, its political and commercial structure, local market conditions and the resources available to the company itself.

On 14th September 2006, Chamber International is putting on a breakfast workshop to help delegates decide how to approach overseas markets through partners. The Keynote Speaker will be Andrew Whiteman, an International Trade Adviser with UK Trade and Investment. Before joining UKTI Andrew spent many years in channel and sales management roles, appointing and managing distributors in Europe, Asia and Africa for British IT companies. Andrew said that,

“Working with partners overseas is often a blind spot for SME’s. Many fail to make a success of it because they don’t look at things from their partner’s perspective and don’t adapt their companies to support their partner’s efforts”.

The Chamber International workshop will turn such “blind spots” into areas of vision by providing delegates with an overview of the important aspects of setting up and managing an overseas network of partners, starting with the reasons companies need partners overseas, considering how partners find and keep customers in the targeted countries as well as looking at various types of partners, including agents, distributors and dealers. The workshop will also consider how all parts of the network should add value en route to the end customer as well as taking a brief look at prices, discounts and margins. It will conclude with advice about how to find, manage and motivate partners for success.

To secure your place or for further information please contact: Jacqueline Russell on 023 8022 3541 or e-mail jackie@chamberinternational.co.uk

E N D S

Anyone interested in finding out more information about using partners or trading overseas can contact the Southampton and Fareham Chamber of Commerce for further details on 023 80223541.

For further information concerning media enquiries please contact Nicky Hirst, Public Affairs Officer on her direct line 023 80206152.

To find out more about the Southampton and Fareham Chamber of Commerce and Industry and the current issues being addressed by the organisation see the web site www.soton-chamber.co.uk