

## Breakfast Polls Well

The inaugural Chamber International breakfast workshop, attended by representatives from ten different companies, proved to be a successful trail blazing initiative by the Southampton and Fareham Chamber of Commerce in partnership with Contact B2B Ltd. Such was the interest in this breakfast workshop that a series consisting of a further three workshops has been planned for 2006, the next one being on 11 April 2006 focusing on China and the Far East.

The January breakfast workshop focused on Poland and how to utilise Poland as a gateway to other Eastern European countries. The keynote speaker, Michael Dembinski, Head of Policy at the British-Polish Chamber of Commerce (BPCC) informed delegates about the current political and social impact on business and International Trade.

Michael highlighted the importance of the Polish market place; the access to product sourcing Poland provides; the real value for long-term commercial relationships with the UK; and the fact that Poland is an inexpensive place to trade with, providing low cost manufacturing of high quality products, all in our own back yard.

Stephen Fry of Fry-Samuels Associates (Lymington) Limited provided a case study to demonstrate how successful expansion into Eastern Europe was achievable for both small and medium sized businesses, specifically to companies in the Southampton and Fareham Chamber of Commerce region.

**Stephen Fry said of the breakfast workshop that,** "When commercial opportunity knocks at the door, it is up to small and medium sized businesses to respond. The Breakfasts are a great way of getting local businesses excited about International Trade."

Stephen Fry added that, "Poland and Eastern Europe are open for business. They are close, affordable and hold easily achievable profits. Put simply, if we want the work, that's where its available."

The Chamber International workshop has helped the Southampton and Fareham Chamber of Commerce to further strengthen its links with the BPCC whilst promoting the BPCC's 3rd Annual Conference and Exhibition. The Annual Conference will take place on 24<sup>th</sup> and 25<sup>th</sup> April 2006 in Warsaw, Poland, when the Southampton and Fareham Chamber of Commerce plans to take a delegation of business representatives to attend the event in Poland.

To help Hampshire businesses with overseas trade information Chamber International has also established a dedicated website page at [www.chamberinternational.co.uk](http://www.chamberinternational.co.uk)

For further details about Chamber International, including the other workshops in the series, contact the Southampton and Fareham Chamber of Commerce at Bugle House, 53 Bugle Street, Southampton. SO14 2LF on 023 8022 3541 or through e-mail at [jackie@chamberinternational.co.uk](mailto:jackie@chamberinternational.co.uk)

For further details about the Southampton and Fareham Chamber of Commerce's other features visit the website [www.soton-chamber.co.uk](http://www.soton-chamber.co.uk)