

# **PRESS RELEASE – WITH IMMEDIATE EFFECT**

## **CROSSING THE CULTURAL DIVIDE**

Russell Baker, First Secretary (Head of Trade Development) will cross the Channel from the UKTI France team, British Embassy in Paris to the premises of the Southampton and Fareham Chamber of Commerce in Bugle Street to speak at a workshop on Monday 16<sup>th</sup> October.

Russell will be outlining how the UKTI France Team, which will work from a variety of locations including Lille, Lyon as well as Paris to assist businesses in taking their first steps in trading with France and Western Europe and has said that,

“I am delighted to have the chance to talk to companies in the Southampton region about the superb opportunities for doing business in France; and to advise them about the support that we in the UKTI France team can give them as they take their first steps to success”.

Although France is only a few hours away, UK business tends to shy away from trading with this country, citing language, culture and difficulty of access as barriers to trade.

Chamber International has designed the workshop to look at the real opportunities that exist in France, outlining the support that is available for perceived and real challenges to conquer this marketplace. The workshop will also look at aspects of trade from market entry to business development, with businesses that have already successfully engaged in bi-lateral trade sharing their experiences and tips.

Normandy and Brittany will be looked at as gateways into France, as well as Western Europe. Cherbourg and St Malo Chambers of Commerce will look specifically at their regions, outlining sectors of strength, business activity and how UK businesses can access their members in order to find trading partners, suppliers, purchasers, distribution networks and agents.

To secure your place or for further information contact Jacqueline Russell on 023 8022 3541 or email [Jackie@chamberinternational.co.uk](mailto:Jackie@chamberinternational.co.uk).