



International Trade



ON: Wednesday 17 March 2010, 3.00pm – 7.00pm

AT: London Capital Club, Oriental Suite, 15 Abchurch Lane, London EC4N 7BW

UPDATE USA: THE UK'S LARGEST MARKET

PROGRAMME

3.00PM	REGISTRATION AND TEA
3.30PM	CHAIRMAN'S OPENING REMARKS Dorothy Lutter Senior Commercial Officer American Embassy UK
3.35PM	CURRENT SITUATION IN THE USA: OVERVIEW Nick McInnes Director Trade & Investment and Deputy Consul-General, New York
3.55PM	FISCAL STIMULUS PACKAGE: OPPORTUNITIES FOR UK COMPANIES Dr Andrew Hinton Business Specialist UK Trade & Investment
4.15PM	US ECONOMIC FORECAST John Bowler Director of Country Risk Service The Economist Intelligence Unit
4.35PM	EXPORTING TO THE USA Speaker to be confirmed Crowell & Moring LLP
4.55PM	BUILDING BUSINESS RELATIONSHIPS WITH AMERICANS Allyson Stewart-Allen Director International Marketing Partners Ltd
5.15PM	CASE STUDY TBC
5.30PM	QUESTIONS AND ANSWERS
5.55PM	CHAIRMAN'S CLOSING REMARKS
6.00PM	DRINKS AND NETWORKING
7.00PM	CLOSE

(Programme subject to change)

The USA is Britain's largest single market. \$57bn worth of UK goods were exported to the USA in 2007, where they have traditionally been known for their high quality. The USA is also a leading destination for British overseas investment.

Despite a decrease in GDP in 2009, it is expected that the US economy will have positive growth of approximately 2.7% in 2010. The US government has created the American Recovery and Reinvestment Act (ARRA), also known as the 'Fiscal Stimulus package' worth \$787bn, aimed at encouraging growth and jump starting the US economy. This has created significant opportunities in the market.

The most prominent opportunities lie in the following sectors:

- **Infrastructure and Science:** highways, bridges, mass transportation systems, railroads and water
- **Energy:** 'green' technologies focused on reducing carbon emissions
- **Education:** improving and modernising schools
- **Healthcare:** building and modernising community health centres, and IT related to healthcare
- **ICT:** broadband infrastructure
- **Homeland Technologies:** security and communications

WHY ATTEND THIS SEMINAR

This seminar will provide delegates with an update on the current and forecasted situation of the US economy, as well as on opportunities for UK businesses generated by the government's Fiscal Stimulus package.

It will offer delegates a chance to:

- Listen to key speakers with in-depth knowledge and experience of the US market
- Meet key contacts who can help maximise your business in the USA
- Network with companies currently doing business in the American market

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Our Business is Growing Your Business

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THIS EVENT IS FREE

PLEASE NOTE: THERE IS **NO ADMITTANCE** WITHOUT PRIOR REGISTRATION AND A MAXIMUM OF **TWO** PLACES PER COMPANY.

TO REGISTER please complete the registration form below in **BLOCK CAPITALS** and fax/post/email to:

Sabina Alziati, Events Executive, World Trade, London Chamber of Commerce, 33 Queen Street, London EC4R 1AP

T: +44 (0) 20 7203 1822 F: +44 (0) 20 7203 1905 E: salziati@londonchamber.co.uk

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Title	First name	Surname
Company name	Position	
Company address		Postcode
Tel	Fax	Email
Website		
Business sector		
Is your business involved with the effective protection, improvement or monitoring of the natural environment and its resources? <input type="checkbox"/> Yes <input type="checkbox"/> No		
No. of employees	Full time:	Part time:
Annual turnover		
Depreciation		
Export turnover		
Annual Sales		
Total wages		
Country interest		
Net profit before tax		
Already exporting (Which countries?)		
Print name	Sign	Date

By completing this form I consent to the supply by London Chamber of Commerce (LCCI) of information provided by me to London Development Agency and UK Trade & Investment. I further consent to LCCI contacting me/the company 12 months after this event with a questionnaire to measure GVA (Gross Value Added). We need to ensure that public funds are used effectively and are therefore required to measure the possible benefit to your business of attending this event. The information provided will be treated in the strictest confidence by all parties.

Please tick if you would like further information about the following events:

- Delivering Services in Europe and the EU Services Directive - 23 March
- Bangladesh: Discover the Potential - 23 March
- Documentary Letters of Credit - 15 April
- Appointment and Management of Agents and Distributors - 22 April
- Trade Mission to United Nations: Geneva and Budapest - June 2010

PRIVACY AND DATA PROTECTION

We are committed to protecting your privacy and will only use the information we collect about you in accordance with the reasons stated when we collect the information. The information supplied by you will be held on the database by London Chamber of Commerce and used to notify you of future events and services

If you do **NOT** put a **CROSS** in the box(es) provided:

- your name, job title, company and business activity will be displayed on the printed guest list
- your full contact details may be shared with an external sponsor of the event who may contact you about their services