

FASHION in Europe and the USA

A FREE SERIES OF WORKSHOPS DESIGNED TO HELP INCREASE YOUR FASHION EXPORTS ACROSS EUROPE AND AMERICA

Thursday 8 July, Monday 12 July and Monday 19 July, 10.00 - 17.30



On behalf of the London Team of UK Trade & Investment (UKTI), fashion consultant Thierry Bayle of Global Fashion Management will deliver a series of export-focussed workshops. This mini-series, part-financed through the European Regional Development Fund, will address essential topics for any fashion business that exports to Europe and America. Why not apply and discover how to ensure maximum efficiency and profitability from your export division.

Thierry Bayle has over 18 years' experience in fashion and services. He has managed companies in London and New York and has worked with brands such as Atelier Annick, Calvin Klein, DVF, Henri Lloyd, Iceberg, Kenzo, Lipsy, Moschino and Sue Wong.

Attendance at these workshops is free but **spaces are limited** so please return the application form overleaf as soon as you can.

Fashion professionals with their own business are invited to apply for one of the limited spaces on this programme which will comprehensively cover a range of essential skills:

Export 101: the golden rules for sales success in the USA - 8 July

- sales
- public relations & marketing
- prices, finance & admin
- American fashion market specifics
- trade shows
- working with department stores / boutiques
- agents: how to recruit and get the best of them
- open your own office or boutique
- landed duty paid price list
- transport, import and logistics
- getting paid
- strategy

Get the most from your trade show presence - 12 July

- which trade shows?
- what not to do
- strategies and objectives
- who are the best buyers for you
- preparation, show time and after show issues and actions

Three Ps of export - 19 July

- people
- products
- processes

APPLY FOR YOUR SPACE NOW

Complete the application form overleaf and return to Sabina Hussain by Thursday 24 June:

E: sabina.h@gle.co.uk

T: +44 (0)20 7940 1548

This event is part-financed by the European Union.



European Regional
Development Fund
Investing in your future

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First name	
Surname	
Company name	
Your job title	
Company address and postcode	
Email	
Telephone	
Website	
Business sector	
Number of employees	Full time <input type="checkbox"/> Part time <input type="checkbox"/> Casual <input type="checkbox"/>
Company registration number or Unique Tax Reference	
If you are currently exporting, which markets and countries?	
Country interest	
Export turnover	
Which, if any, UKTI service(s) have you used before?	Passport to Export <input type="checkbox"/> Market Research (OMIS) <input type="checkbox"/> Export Marketing Research Scheme (EMRS) <input type="checkbox"/> Market Visit <input type="checkbox"/> Export Communications Review (ECR) <input type="checkbox"/> Tradeshaw Access Programme (TAP) <input type="checkbox"/>

ELIGIBILITY

Companies must have been trading for at least 12 months or more. They should be small or medium enterprises (SMEs) based in one of London's 33 boroughs and must have fewer than 250 employees with a turnover of less than £40m.



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F: +44 (0) 20 7403 1742
P: Sabina Hussain
GLE, New City Court
20 St Thomas Street
London SE1 9RS



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