

Advanced Engineering Seminar in Russia

Fast track to the world^{UK}

2 – 3 February 2009

A UK Trade & Investment supported event

Identify new business partners and clients!

Do you want to benefit from the opportunities to deliver your message to an interested audience, network with decision makers face to face, and to follow through on the message?

The event will give you the opportunity to promote your company and to network with international and local companies' representatives from a variety of senior- level positions.

This is just what UKTI in conjunction with the MTA and SBAC is offering in Russia in February 2009.



Programme

Monday 2 February

Delegates Travel to Moscow

Tuesday 3 February

- 09:00 Registration for Design Engineering Seminar
- 09:30 Design Engineering Seminar to consist of Welcome by UKTI, 3-4 UK company presentations and Q&A Session
- 12:30 Networking Lunch
- 13:30 Registration for Cradle to Grave Engineering Support Seminar
- 14:00 Cradle to Grave Engineering Support Seminar to consist of Welcome by UKTI, 3-4 UK company presentations and Q&A Session
- 17:00 Networking Reception
- 18:00 End of Event

If you are interested in speaking at the Design Engineering Seminar contact Lucy Ealham on 0207 091 4508 or lucy.ealham@sbac.co.uk

And for the Cradle to Grave Engineering Seminar contact Christel Moustacas on 020 7298 6416 or cmoustacas@mta.org.uk

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Seminar speakers

Each of the seminar sessions will consist of a maximum of four 20-30 minute speaking slots.

- **Sample themes for the Design Engineering Seminar include:** Automotive Design & Development, Product Design & Architecture, Design simulation & Modelling and System Design.
- **Themes that can be covered under the Cradle to Grave Engineering Support Seminar include:** Engineering Support, Workholding, Manufacturing Engineering, Process Development and Methodology and Supporting the Evolution of a Product.

Speakers can choose one or more of the above topics for their presentation. UK companies participating at the seminar will need to cover their own travel and accommodation costs.

The event will take the form of a seminar in Moscow held on 3rd February to highlight UK expertise in the advanced engineering sector. The one-day seminar event will be split into two separate seminar sessions - one focusing on design engineering (SBAC to co-ordinate) and one focusing on Cradle to Grave Engineering Support (MTA to co-ordinate)

The first session will be held in the morning and followed by a networking lunch. The second session will commence in the afternoon followed by a drinks reception. Russian delegates will be invited to attend one or both seminar sessions. UK speakers will be able to attend both events.

Places are limited to a maximum of four speakers per seminar. To secure your participation please contact Lucy Ealham on 0207 091 4508 or lucy.ealham@sbac.co.uk for the Design Engineering Seminar.

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OMIS SUPPORT

UK Trade & Investment's Overseas Market Introduction Service (OMIS) is a flexible business tool enabling direct communication between your company and any of UKTI's commercial teams located in their global network of embassies, high commissions and consulates. OMIS opens the door to a wealth of practical support, advice and key market information. It guides you through the process of breaking into a new overseas market, providing all the help you need at every stage, from initial research to making your first market visit. Accurate and up-to-date market information is crucial to the success of your product or service in any new country. UKTI's skilled trade teams are located "on the ground" in overseas embassies, high commissions and consulates and can supply information and advice, for example:

- A market/sector overview.
- Market analysis - feasibility of your product/service in the market; opportunities, prospects and evaluation of market-entry strategies.
- The identification, in-depth assessment of potential business contacts/partners that may be "warmed up" if required.
- Local market introductions, eg chambers of commerce, trade associations etc.

To ensure your new market entry is as smooth as possible there is a great deal of practical assistance on offer before, during and after your market visit:

- Pre-visit briefing - one-to-one mentoring with overseas trade teams by email, telephone or videoconferencing.
- "Appointment making" with selected contacts or potential business partners.
- Organising and inviting potential local partners to bespoke receptions, meetings and seminars where you can personally present your product or service.

For further information please contact Svetlana Sirotkina

Svetlana Sirotkina
Senior Trade and Investment Adviser
British Embassy
10 Smolenskaya naberezhnaya, 121099 Moscow
Tel.: +7 (495) 956 7459 Fax: +7 (495) 956 7480
E-mail: Svetlana.Sirotkina@fco.gov.uk

