



Training Programmes for Importers and Exporters

Presented by Yorkshire and Humber Chambers of Commerce

Developing your international potential

Introduction

Chamber Management Services (CMS), based at Bradford Chamber of Commerce and Industry, help businesses throughout the region build their capability for the challenges of international trade. In 2005 CMS helped 300 people develop the skills needed to operate internationally, with 98 per cent either "satisfied" or "extremely satisfied" with the quality of training.

Members of the three Chambers that CMS serve benefit from savings on course fees as part of a wider package of discounts that can be accessed through Chamber membership. These savings include utility and telephone bills, networking events, information services, free legal advice, lobbying and much, much, more.



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Devere House
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Bradford BD1 5AH
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Email: internationalsales@cms.yorks.com
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Contact your nearest Chamber on one of the numbers below to see how membership can make a difference to your business.



Bradford Chamber
Devere House
Vicar Lane
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Tel: 01274 772777
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York and North Yorkshire Chamber of Commerce
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Introduction

The Sheffield Chamber of Commerce has once again been ranked number one for training by the British Chambers of Commerce in its annual benchmarking survey of 2004 for an unparalleled fourth year in a row.

The South Yorkshire International Trade Centre, an operating division of Sheffield Chamber of Commerce, delivers a portfolio of international trade related services, such as export advice and mentoring, trade missions, export documentation, language services and information and research with specialist consultancy services for the Japanese and Chinese market.

Sheffield Chamber of Commerce excels in the delivery of Tailored Training for organisations that feel they need training designed to meet their own unique requirements. This includes an initial free training needs assessment to design the training to meet your precise requirements. Delivery is when and where you need it, at a venue of your choice, either in-house or within the Chamber's own purpose-built training facilities.

Sheffield Chamber of Commerce and Industry

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Hull Chamber's International Trade Centre (ITC) aims to assist companies to achieve error-free exports, can advise companies on how to achieve prompt payment and, on overseas markets, deal with specific requirements ranging from shipping arrangements, to packing materials, to export documentation (special rates for Chamber members).

The Chamber is accredited to organise UKTI Trade Missions in the food and drink and agribusiness sectors.

The ITC is also the point of contact for the British-Caribbean Chamber of Commerce (BCCC), a bilateral Chamber of Commerce, promoting business between the UK and the Caribbean. With offices in Port of Spain, Trinidad and Barbados, the BCCC is able to help UK companies win export orders to the Caribbean.

The ITC also has links with Chambers of Commerce in St. Petersburg, Russia; Tel Aviv, Israel; Castellon, Spain; Havana, Cuba; Georgetown, Guyana and Uruguay.

The ITC will also advise companies on import procedures.

Hull and Humber Chamber of Commerce

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Serving Business in East Yorkshire & Northern Lincolnshire

Introduction

The training courses are divided into three broad headings with individual titles listed within each heading:

- **Getting Started**
- **Delivering Export Business**
- **E-Commerce**

Most courses are delivered by trainers accredited under the Joint Export Training Standards (JETS) scheme developed by the Institute of Export in partnership with the British Chambers of Commerce. JETS accredited trainers are:

- Assessed to national standards for competence and accuracy
- Required to have a minimum of 10 years practical export experience
- Reassessed every two years



Accredited Course

Joint Export Training Standards

Customised Training to meet YOUR business needs

Chambers also deliver `Customised Training` for organisations that feel they need training designed to meet their own unique requirements. This includes an initial free training needs assessment to design the training to meet your precise requirements. Delivery is when and where you need it, either in-house or within the Chamber's own purpose-built training facility. Contact your Chamber for details.

Foreword



This brochure is the first step on a road to raising our game to meet the opportunities and challenges in an increasingly global economy. The world is changing rapidly. We expect that China, India, Russia and Brazil will be the largest economies in the world together with the US by 2050. The growth of some of these nations has already changed the dynamics of many businesses. For many, global sourcing and manufacturing has become a reality; many others are seeing increased competition at home and overseas from companies in these and other markets. But of course they also represent great opportunities to find new and profitable business.

Primarily this brochure is about helping you find solutions to questions about how to take advantage of the opportunities in a global economy. In it you will find a range of courses targeted at all levels in your business which will furnish you and your staff with the skills needed to make the best of international opportunities.

These courses are offered by the chambers in the Yorkshire and Humber region. Some of the courses have been available for years such as Introduction to Export or Import Procedures, but quite a number are new in response to demand from companies in the region. These include: Overseas Joint Ventures and Investment, International Procurement and country specific training. We thought it made good sense to pull them together into one document so that it is easier to identify the training available.

But this brochure is also being delivered under the CIBER Initiative, which is about bringing together the many sources of international trade education and research into one place. As part of CIBER we will be creating opportunities for you to progress from the short courses here to formal academic qualifications such as Certificates and Diplomas in international business. This should be in place later in 2006. Pages 16 and 17 give information about the CIBER initiative.

I should like to leave you with the thought that in order to compete in a global market you must be able to do well all of the things that your competitors can do well, but to win you need to be able to do things that they cannot do. This means a commitment to new skills and new ideas in your business.

Mark Robson
International Trade Director
UK Trade and Investment
Yorkshire and the Humber



Getting started

Passport to Export

Two days



Over 2,500 UK companies are taking part in the Government's assessment and skills-based "Passport" programme aimed at new and inexperienced exporters.

Passport training gives an excellent insight into some of the challenges facing today's exporters and highlights areas where further detailed knowledge may be needed to support your progress. This higher level of information can be provided by your local Chamber of Commerce through its specialised training courses.

By offering more than 70 international trade workshops a year, Chambers in the region continue to be the partner of choice for business in areas of export training.

Introduction to Export

One day



"Excellent eye-opening course. Exactly what I needed to go through."

*Suzanne Hall,
Betty's and Taylor's of
Harrogate Ltd*



This popular course is aimed at all staff involved with export sales, payment, documentation, despatch and import/export activities. It examines international trade concepts and procedures in simple everyday terms and equips delegates with a good understanding and knowledge of current best practice. Delegates also have an opportunity to see a demonstration of the Chamber's new online export documentation service 'e-Cert'.

Contents:

- Methods of Export Quotation
- Deciding on delivery terms
- Use of Incoterms 2000
- Bills of exchange
- Letters of Credit
- Assessing risks
- Methods of transport
- Selecting and using a freight forwarder
- Using distribution analysis
- Sources of help and assistance
- Electronic advancements in export office
- Export documentation

Getting started

Preparing for Overseas Exhibitions

One day



This seminar brings together a pool of expertise to point companies in the direction of best practise when planning overseas exhibitions.

Aimed at staff involved in planning, attending or managing exhibition stands as well as exporters interested in exhibiting for the first time, the seminar will highlight how careful planning and preparation can help you achieve maximum benefit from your efforts.

Contents:

- Selecting the right exhibition
- Budgeting
- Pre visit and site planning
- Publicity
- Timings
- Stand management
- Post exhibition tips
- Checklists

Demistifying Public Procurement

Half day



With EU public procurement worth an estimated £750 billion per annum, there exists considerable potential for UK suppliers of goods and services to develop their international trade activity through this means. But many potential suppliers are dissuaded from attempting to secure public sector contracts by the seemingly complex processes involved.

This course will empower you with the knowledge to not only source relevant opportunities but to develop and write that winning tender, helping you to compete effectively in an international marketplace.

Contents:

- What is public procurement?
- Identifying and tracking contract opportunities
- Understanding public procurement procedures and terminology
- Assessing the appropriateness of a contract opportunity for your business
- Submitting that winning bid - factors to consider
- Preparing for interview
- Successful contract management and delivery

Delegates will be invited to participate within the workshop sessions and to partake in case study exercises, ensuring that theory can be put into practice in their day-to-day business environment.

Getting started

Making China Work for You

Half day



China is one of the fastest growing markets in the world offering huge trade and investment opportunities for British companies. However, it is no ordinary market for UK exporters and investors. The sheer size of the country, its business culture and its trading system, can make it a confusing and complex place in which to do business.

This half-day workshop is looking at 'doing business in China' (selling & sourcing) and for first-time visitors to China.

Contents:

- Identify potential opportunities in China
- Access research sources
- Be prepared for visiting China
- Understand Chinese business culture
- Identify and overcome trade barriers in China
- Be objective about the China market
- Protect your intellectual property rights in China

The workshop will be interactive and involving and will examine real-life business cases to help participants understand China, and see how they can incorporate the learning into their own business strategy.

Making the USA Work for You

One day



This one-day seminar aims to provide the export marketer with both an introduction and an appreciation of the USA marketplace in order to develop an effective Export Business Plan.

The programme will examine a broad number of factors and issues that can impact upon both the success of exports to and the trade carried out within the United States.

Contents:

- Providing an overview of the dynamics of the US marketplace
- Assessing the overall opportunities and potential threats when exporting to the US
- Gaining an insight into current business and trading practice
- Describing the basic elements appropriate to compiling a strategic Export Business Plan
- Providing guidance on appropriate sources of information, data and contacts

Getting started

Making India and South East Asia Work for You

Half day



India and South East Asia are fast-growing markets in the world offering huge trade and investment opportunities for British companies. However, they are no ordinary markets for UK exporters and investors. The sheer size of the area makes the business culture and the trading systems a confusing and complex place in which to do business.

This half-day workshop will look at 'doing business in India and South East Asia' (selling and sourcing) and for first-time visitors to the areas. The workshop will be interactive and involving and will examine real-life business cases to help participants understand India and South East Asia, and see how they can incorporate the learning into their own business strategy.

Contents:

- Identify potential opportunities in India and South East Asia
- Access research sources
- Be prepared for visiting India and South East Asia
- Understand India and South East Asia business culture
- Identify and overcome trade barriers in India and South East Asia
- Be objective about the India and South East Asia market
- Protect your intellectual property rights in India and South East Asia

Researching Export Markets

One day



To be a successful exporter a thorough understanding of your market and your customers is key to business success. Market research should always be the first stage in any new venture and plays an essential ongoing role in monitoring current products and services. This one-day course provides new and experienced exporters with an appreciation of how marketing research can save time and money when approaching new overseas markets. The course will give you the skills and the confidence to develop an entry strategy based on sound research knowledge.

Contents:

- Systematic way to prioritise potential world markets
- The benefits of applying marketing research to the exporting process
- The development of overseas business opportunities
- The sources and use of international desk research focusing on the use and benefits of the internet
- Planning and conducting field research overseas
- Drawing reliable conclusions

Delivering export business

Export Documentation

One day



A detailed look at export documents that takes a practical approach to why and when documents are needed with instruction on how to complete them correctly.

Contents:

- Export Invoices
- Export Cargo Shipping Instructions (ECSI)
- Certificates of Origin (EC and Arab)
- Movement Certificates, EUR1, ATR Documents
- Airway Bills
- CMR Notes
- Export Licences
- ATA Carnets
- Packing Lists
- Standard Shipping Notes
- Dangerous Goods Notes
- Insurance Certificates
- Bills of Lading and Certificates of Shipment
- C88
- Inspection Certificates

Managing Agents and Distributors

Half day



The appointment of a well-connected Export Agent with local experience and a good understanding of the market can be a low cost, quick entry into an overseas territory. How do you find the right agent and keep him motivated?

Contents:

- Type and selection of distribution channels
- Advantages and disadvantages of using agents and distributors
- Market investigation - 6 "Ws"
- Assessing potential agents
- Other reasons for distributors/agent's interest
- How to motivate Agents and Distributors
- EU Commercial Agents' Directive
- Payment and reward system
- Problems in managing agents and distributors
- Auditing agents and distributors - why and how?
- Further market development

Delivering export business

Understanding Incoterms

Half day



First published by the International Chamber of Commerce in 1936 "Incoterms" provide a set of official rules for the interpretation of trade terms used in international trade. Designed for use with the contract of sale, Incoterms have been adopted universally as a safeguard against misunderstandings and disputes between buyers and sellers.

This short workshop will take you on a practical journey through the four groups of Incoterms and will be of real benefit to export administrators, sales staff, accounts personnel and senior company executives who need a firm grounding in the rights and obligations of parties to an export contract.

Letters Of Credit

One day



Over 50 percent of first presentations to banks against documentary letters of credit are rejected, resulting in delayed payments to exporters, additional costs and breached delivery deadlines. This course is suitable for all staff who need to have a clear understanding of the procedures required to ensure payments for goods sold on documentary credit terms. Knowledge and understanding is reinforced through the use of exercises and working examples of documentary credits. Essential learning for accounts, export and sales teams.

Contents:

- What is a Letter of credit?
- Review of other payment methods
- Letter of Credit administration and procedure
- Types and levels of security
- Letter of Credit costs
- Letter of Credit content
- What can go wrong?
- Top tips for success every time
- UCP 500

Delivering export business

Import Procedures

One day



Designed to give new importers an introduction and understanding of the requirements for importing goods into the UK. More importantly, it makes importers aware of the typical errors that can be made (and how to avoid them) – with particular emphasis on reducing costs.

Contents:

- Basic procedures/considerations
- Sources of advice and information
- Types of import entry
- The role of Customs & Excise
- Import documentation
- The tariff
- Preferences and quotas
- The role of freight forwarders

Bonds and Guarantees

Half day



This workshop is led by Anthony Pierce who has written a number of reference works on the use of Bonds in international trade drawing on his extensive practical experience of this specialised subject.

This is a rare opportunity to learn how to reduce your company's exposure by being one step ahead of customers, Bond issuers, correspondents and other parties involved in Bond management.

An essential seminar for company accountants, export managers, company secretaries, legal teams, business advisors and bank staff.

Delivering export business

Overseas Joint Ventures and Investment

Half day



UK companies invest more than £600 billion p.a. overseas and over 50 percent of these overseas investors have less than 200 employees.

Many companies in Yorkshire and Humberside are considering a Joint Venture or other overseas investment. A well planned strategy can be the key to improving the company's growth and competitiveness.

The aim of the workshop is to advise companies of the potential risks, rewards, and the support available.

Companies will also be made aware of the investment in time, resources and capital.

Contents:

- Alternative ways to set up a business overseas
- The advice and support services available
- Case studies giving practical examples of overseas investment

International Procurement

One day



This course is designed to help companies look at the issues involved in establishing and managing an international supply chain and/or maintaining quality, security and timeliness of supply and overall cost versus benefits.

Targeted at companies thinking about where to make or buy in products or shift contacts overseas. This course links in to courses on import procedures and joint ventures and investment.

Contents:

- Sources of information and advice
- The make or buy decision
- Legal issues and liability in supply chains
- The cultural dimensions of understanding contracts

e-Cert

Half day



Highly successful series of workshops that give exporters immediate access to the Chamber's on-line documentation service e-Cert. This service allows you to make applications for European Community, Arab-British and Egyptian British Chamber Certificates of Origin.



Contents:

- Two hour practical live internet training session
- Free individual and company registration
- Free scanned signature upload
- Free delegate reference pack and CD Rom
- Free post workshop support

Exporting and the Internet

One day



This course looks at the internet and the specific benefits that it can offer exporters. The training was developed to accommodate a number of local exporters who approached us to ensure that they are making the most of the increased opportunity offered by e-business and the rewards it can bring.

The course takes an objective view of the many facilities and tools on offer – many of which increase your sales capacity, will increase profitability and give competitive advantage.

Contents:

- What is the Internet?
- Introduction to the WWW
- Optimising export business using e-mail
- Use of search engines
- Setting up a website
- Marketing a website for international trade
- Marketing products to overseas buyers
- Organising & managing the internet business

An essential course for all export sales and marketing personnel who need to exploit the new opportunities that the internet can provide.

Continuous Professional Development

The benefits of completing the CPD programme are that it provides proof that an individual is up to date with current issues and changes. It provides a route to full membership from Associate Membership and allows participants to use the suffix (CPD). In addition participants become eligible for an additional qualification - Licentiate of City and Guilds allowing the use of the suffix "LCGI".

The CPD scheme requires participants to secure a minimum of 100 credits of CPD activity each year. The points can be gained from a range of activities including attending short course training (up to 100 percent), attending conferences and events (up to 60 percent) and private study.

The courses listed in this brochure allow delegates to gain between five and fifteen points per day, depending on the intensity and complexity of the course. CPD is self certified in the sense that individuals have to complete a CPD card and, where possible, include evidence of their activity.

Contact your Chamber for more details.



UK Trade and Investment

We are here to help you develop your potential, generate leads and create opportunities for your organisation overseas.

UK Trade and Investment is the government organisation that provides integrated support and services to UK companies looking to achieve their overseas business potential.

We treat every business as unique and understand that every sector has its own prospects and challenges. That's why we provide a tailored service with specialist support and expertise for a wide range of industries.

Whether you are just venturing into selling overseas or thinking about expanding your existing export strategy, we have a range of great value services and support which can help you realise your overseas potential.

With a global network of partners based in over 200 locations worldwide and more than 40 offices throughout the UK, we combine commercial expertise with a network of unrivalled local access and knowledge.

Wherever you want to sell we'll be your personal specialists, helping you access local markets, track down opportunities and then turn them into active business projects.

Contact your local international trade teams at:

Business Link York and North Yorkshire, tel: 01904 656769.

Business Link Humber, tel: 01482 579902

Business Link West Yorkshire, tel: 0113 383 7733

South Yorkshire International Trade Team, tel: 0114 201 2555



Who Are We?

Y&H Centre for International Business Education and Research is the one stop shop for education, training and research on international trade in Yorkshire & Humber.

Y&H CIBER is a partnership between the major international business schools in the Yorkshire region, UK Trade & Investment and business. We are also an access point for training provided by the Chambers of Commerce in the region and the Institute of Export.

We have two key benefits to share with business:

- A lot of knowledge and information from our access to research and networks around the world, be they business, academic or governmental.
- Time, in terms of training and research staff, and our students.

We know that well-informed individuals and businesses find more opportunities and make fewer mistakes. That's why we are sure that our knowledge is your strength.

What Do We Do?

We have four broad areas of activity:

Education, Training & Coaching – from basic skills through to in-depth executive development we have a comprehensive programme available on our website www.yhciber.org and in printed form.

Research – bespoke research such as market screening, market reviews, business analysis and in-depth research.

Graduate Work & Research Placements - long and short term.

Language Training, Translation & Support - working through the Regional Language Network.

As well as training courses we will be running a range of conferences and thematic seminars covering the following areas as well as others:

- Protecting intellectual property rights
- Pros & cons of joint ventures
- Inter-cultural management
- The Chinese consumer
- Negotiation strategies
- After China – where next?
- Major emerged markets – problems of market entry
- China or India – comparing the options
- India – finding the best action
- India – FDI, the options
- Central Europe – which market first?
- Comparing the options
- Foreign direct investment in corporate strategy
- Managing the export function



What are the benefits to you?

For any business it is important to have the knowledge to make the best of your opportunities, Y&H CIBER is about providing knowledge solutions be they through training, coaching or engaging staff or consultants with specialist skills.

For individuals it is important to have the skills and knowledge to do the job well and to be able to prove that you have secured that knowledge. We offer a wide range of training and development programmes from basic skills training to MBAs and PhDs. Many short courses will also attract points which count towards university qualifications such as a certificate or diploma in international management.

What about sponsoring the CIBER?

Companies can join Y&H CIBER as sponsors. This gives you privileged access to services and, commensurate with the level of sponsorship, credits which can be cashed against training, translation services, consultancy, graduate placements or other services.

Platinum sponsorship starts at £50,000

Gold at £25,000

Silver at £10,000

Bronze £5,000

Platinum members are also invited to sit on the executive board.

Website:

www.tradeyorkshire.com

www.yhciber.org

Meet your trainers



Nikki Cunningham

e-Cert Project Manager and member of the CMS team has trained over 300 delegates since the launch of e-Cert over two years ago. Nikki, who sits on a British Chambers of Commerce e-Cert Working Group, is regarded as one of the network's leading trainers in e-Cert procedures. Nikki is a member of the Institute of Export.



William A (Bill) Willard

An experienced international sales and marketing director and manager in the UK, France and USA, Bill has worked as a business adviser providing consultancy, training and management development services and is a JETS accredited export trainer. Over the last eight years he has designed and delivered training

courses in international trade, marketing, and business planning for clients in the public and private sectors.



Simon Bedford

Simon has enjoyed a successful career in export sales and marketing in the private sector. This has involved running a large export department and extensive travel overseas particularly in the Middle and Far East, Africa and the USA.

Over more than 20 years he has

developed new and existing business through direct sales or establishing local operations. He now works independently with private clients primarily on export development, market research and runs his own export training courses. Simon is on contract to UK Trade and Investment as a Regional International Trade Adviser. In this role he works with companies looking at an alternative to direct export including setting up a branch office, local distribution company, licensing, Joint Venture, or wholly owned subsidiary. Simon is an Associate Lecturer in International Business and Marketing at Hallam University, Sheffield.



Anthony Pierce

Anthony is a highly experienced trainer and lecturer who has valuable expertise in the more specialised areas of international finance including Performance Bonds and Guarantees, currency risk management and management of international supply chain risks. He is a tutor to Institute of Export undergraduates

and a lecturer for Salford's MSc programme. Anthony is the author of several books and articles on export finance, contract bonds and guarantees and international cash management in addition to his involvement in education, training and the development of CPD programmes.



Robin Mackay

An experienced director and senior manager of a world class textile company with responsibility for export. As the former director of international trade for one of the largest chambers in the UK, Robin is currently the managing director of Export Training Ltd, delivering innovative international training courses in the UK and

overseas. Robin brings expertise of working with the private and public sector and particular experience of delivering business support services and training to companies and individuals aspiring to develop.



Mike Strawson

Mike has over 40 years commercial experience in international trade. He has created export departments for international companies, and has run a small manufacturing company which exported over 90 percent of output. He has created and delivered training courses in the UK and overseas. Mike is a JETS accredited Trainer.



Steve Townsley

Steve has almost 30 years experience working in the manufacturing and freight moving sectors of both exports and imports. As a trainer he believes in the concept of real skills development based around practical training and all of his export/import training is designed to emphasise this belief - also

taking into account the continually changing nature of international trade. He currently works for Chambers of Commerce throughout the UK as well as for UK Trade & Investment and "in-house" for major and well-known companies.



John Hall

John has over 30 years experience of international trade in both public and private sectors. He has been directly involved in many aspects of exporting and importing including market research, sales, finance, shipping, transport and logistics, which has proved invaluable in his role as Advisor within SYITC. As well

as providing advisory services, John also delivers training courses on export and import practice and provides training in export documentation for the British Chambers of Commerce. He is a member of the Institute of Export and a past Chairman of the Sheffield Branch.

Coming soon...

Foreign language taster sessions – develop your in-house language capability, get acquainted with the culture and learn about living in the market. Spanish, French and German will all be featured.

Country briefings focusing on Eastern Europe and the Middle East

'Making the new Europe Work for You'

'Top Tips' series that will include....

- **Working with freight forwarding agents**
- **Taking cost out of the export process**

What's included?:

Full Delegate Pack
Refreshments
Lunch (for full day courses)
Attendance/CPD Certificate

Terms & Conditions

Bookings - All bookings must be received in writing and either faxed, posted or emailed; Invoices will be raised immediately on receipt of above. Full payment must be received 14 days before the first day of the course; Provisional bookings cannot be accepted; All open course fees include course notes and certificate; Lunch & refreshments are provided on full day open courses held at Chamber premises; Additional lunch, tailoring and registration & certification costs may be applicable to company training days; Individual Chambers reserve the right to change the programme, presenter, venue and alter or cancel published dates without liability.

Transfers / Cancellations - A handling charge of 20% of course cost (minimum £50+vat) - Transfers, written notification required 7 days before the start date of the course. One transfer per booking. Cancellations within 14 days notice or if the delegate fails to attend - full fees will apply.

Further Information

To find the nearest training event to your location contact your local Chamber or visit their website:-

www.bradfordchamber.co.uk

www.leedschamber.co.uk

www.scci.org.uk

www.hull-humber-chamber.co.uk

www.yhciber.org