

Media coverage

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New Business Alliance Set to Boost International Trade

A brand new business alliance has been established in the Solent to strengthen trade links internationally.

Business leaders gathered on Thursday (April 14) as The Solent International Business Alliance had its inaugural meeting at Grant Thornton's offices in Southampton.

The group, led by Grant Thornton and Business Southampton, will work together to strengthen networks and increase opportunities for collaborative and cross-border relationships.

Members will meet regularly to discuss how business in the south can work together to share knowledge of the global markets and business opportunities, while creating an effective platform to promote the south's regional strengths in the international marketplace.

The first meeting focused on the Solent's links with China and featured a talk from Ralph Rogers, China Business Advisor with the China-Britain Business Council (CBBC).

Norman Armstrong, Partner at Grant Thornton and member of the alliance, said: "There are plenty of opportunities for businesses in the Solent to move onto the international platform and what's clear is that companies geared towards global demands and exporting goods and services to international markets are enjoying success.

"However, whilst currency deflation has tipped the balance in the UK's favour, competition for trade and investment in global markets is intense. That is why groups such as these are vital in helping businesses work collaboratively to penetrate international markets.

"The enthusiasm for our initial focus on China, with the support of the CBBC, shows the significant appetite that exists in the Solent region. I am therefore very positive about the work of the group going forward and what it will achieve."

Sally Lynksey, Chief Executive of Business Southampton, added: "The Solent International Business Alliance will play a key role in connecting international business opportunities with local businesses by developing contacts, supply chains and clusters. We plan to focus on the emerging and growing markets that have most relevance to the key sectors in the Solent region."

