



Midlands Engine Market Visit to Chicago, Detroit and Toronto

18 - 21 September 2016

The Midlands Engine initiative aims to boost economic growth across the Midlands including through enhanced trade and investment. The US and Canada represent huge opportunities for UK business. They are experiencing solid economic growth and have many well established links.

The Market Visit

This is a unique opportunity to take part in the inaugural Midlands Engine trade and investment mission, led by the Secretary of State for the Department of Business, Innovation & Skills. For the first time, companies from across both East and West Midlands will be involved in a mission that will raise the profile of the region overseas and its strong manufacturing industry.

You are invited to join the visit to Chicago, Detroit and Toronto, a special Automotive tailored activity which includes the additional Detroit leg for Automotive companies alongside the Chicago/Toronto visit for Advanced Manufacturing and Food & Drink. This offers great opportunities for companies to gain insights into two of our most important trading partners. The high-profile programme will include events and receptions arranged by the British Consulates in Chicago, Detroit and Toronto for participants and guests, and we aim to generate significant media coverage both in-market and in the UK.

Why participate?

Travelling out as part of a Government organised trade contingent will attract greater publicity than a solo visit and help open doors. For companies that are serious about doing business in North America, there is simply no substitute for a personal visit. There will be press coverage and networking events – you will benefit from the support of Trade Advisers before and throughout your visit to ensure that the trip is a success and that you have a clear understanding of the next steps you need to take.

Draft Programme:

Automotive (itinerary subject to confirmation)

Sunday 18 September

Outward flights to Detroit (DTW) airport and transfer to hotel
Informal networking evening with delegates

Monday 19 September

09.00 Overview of automotive industry in Detroit; Doing business in the USA
12.30 Networking lunch event with Detroit Chapter of British American Business Council
14.30 Working with distributors in the US and one to one meetings with potential distributors
18.00 Evening business reception with automotive industry contacts in Detroit

Tuesday 20 September

09.00 Working with Tier One suppliers - session with procurement contracts from a tier one supplier
10.30 Plant tour of Tier One Supplier
15.20 Depart Detroit Airport on Delta flight 6189 for Toronto Pearson
16.35 Arrive at Toronto Pearson Airport

Wednesday 21 September

09.00 Morning Briefing: Doing Business in Canada; Survey of Ontario's Auto industry; Automotive Parts Manufacturers' Association; Canada Trade Commissioner Service
12.30 Networking lunch
13.45 Potential tours/meetings: Visit to Ford plant in Oakville, or Chrysler plant in Brampton
17.30 Networking reception for Trade Mission delegates

Register your interest

Please register your interest online at www.bit.ly/22fju2J We are expecting interest in this market visit to be very high so please note that your place is not guaranteed until you receive confirmation.

Eligibility

The market visit is open to all Midlands exporters. If you are an SME you may be eligible for a travel grant of £750.

Cost

A management fee of £275 for all delegates will cover in-market event costs. Delegates need to meet their own flight and accommodation costs.