

New training programme helps company executives unlock export potential

With growing awareness of the importance of international trade in building economic recovery and future prosperity, it has never been more important for UK businesses to have the necessary skills to meet the challenge of exporting.

Now, working with UK Trade & Investment's (UKTI) London International Trade Team, and supported by the London Development Agency, Cass Business School has created an advanced Executive Development Programme that provides executives with the essential tools to unlock the international trade potential in their companies.

The programme was launched at an exclusive breakfast briefing at the Cass Business School, London EC1, this morning. Keynote speaker at the event was the entrepreneur Lord Bilimoria, founder and chairman of Cobra Beer, who shared his insights into the skills company leaders need to succeed in international markets.

The Executive Development Programme comprises seven modules, which cover the fundamentals of global business and are packed with practical, real-life examples.

The modules include:

- International Financial Management
- Making Strategy Happen
- Organising for Export Growth
- International Marketing
- Managing International Supply Chains
- E-commerce and IT
- Corporate Responsibility, Leadership, Culture and Ethics

Priority access to the programme is reserved for companies signed up to UKTI's free Gateway to Global Growth package of support for exporters looking to expand into new markets.

Dimitrios Fountas, Associate Director, Cass Executive Education, said: "Reacting with confidence to changing international markets demands great investment in a new set of business skills. Cass Executive Education has an excellent track record in providing learning and development to leading organisations across a wide range of industries and sectors, so we are absolutely delighted to have developed a bespoke programme in collaboration with UKTI. The programme focuses on UK-based exporters' current and future challenges, thereby enabling them to grow their business internationally and make the most of future opportunities in the global business environment."

Parveen Thornhill, UKTI International Trade Director for London, added: "UKTI's aim is to increase the competitiveness of the capital's businesses in overseas trade; helping them to diversify into new markets and achieve growth. The training programme we have developed with Cass, an acknowledged centre of excellence in business education, focuses on the crucial role of London's entrepreneurs in driving exports, by helping them to develop the key skills and knowledge they need to tackle overseas markets and fully realise the opportunities that exist."

London Development Agency Group Director Business Support and Promotion Danny Lopez said: "Strong trade relationships are critical to London's success as a world-leading city. Through its investment in export promotion, the LDA is helping the capital's small businesses develop new ties or expand into new markets. This partnership with the world-renowned Cass Business School provides a real springboard for London's businesses and creates important opportunities for growth and innovation."

Notes to editors

1. The launch of the Cass Business School Executive Development Programme took place on 1 July at the Cass Business School, 106 Bunhill Row, London EC1Y 8TZ.
2. Cass Business School, City University, London, delivers innovative, relevant and forward-looking education, training, consultancy and research. Located in the heart of one of the world's leading financial centres, Cass is the business school for the City of London. Our MBA, specialist Masters and undergraduate degrees have a global reputation for excellence, and the School supports nearly 100 PhD students. Cass offers the widest portfolio of specialist Masters programmes in Europe and the Executive MBA is ranked 21st in the world by the Financial Times. For more information about Cass and the Executive Development Programme, contact: 020 7040 8710; cassexec@city.ac.uk ; or go to www.cass.city.ac.uk/cassexec
3. UK Trade & Investment (UKTI) is the Government department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high- quality investment to the UK's economy – acknowledged as Europe's best place from which to succeed in global business. UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world.

We provide companies with the tools they require to be competitive on the world stage. For more information on UKTI, visit www.ukti.gov.uk (file://www.ukti.gov.uk)or telephone +44 (0)20 7215 8000.

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4. UKTI's Gateway to Global Growth is a free service to experienced exporters, which offers a strategic review, planning and support to help them grow their business overseas.
5. UKTI's London regional team is dedicated to increasing the competitiveness of SMEs in the capital through international sales development. A team of International Trade Advisers deliver tailored help to businesses who are either exporting for the first time or looking to enter new markets. For more information on **Gateway to Global Growth** and other UKTI services, the team can be reached on 020 7234 3000; or at info@uktilondon.org.uk
6. The London Development Agency works across the capital to unlock the potential of London and Londoners and sustain its economic growth by:
 - supporting businesses to grow and succeed;
 - tackling climate change;
 - promoting London internationally;
 - catalysing local regeneration and improving the public realm;
 - helping workless Londoners to get into work and stay in work;
 - making the most of the business, skills and regeneration opportunities from the 2012 Olympic and Paralympic Games.
6. The LDA's investment in the Executive Development Programme is part of the Mayor of London's Export Promotion Programme, "Taking London to the World", which is delivered in conjunction with the LDA and UKTI.

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