

Activity 1.1.7) Transfer of Technology course on trade promotion services aimed at the EU market.

Conducted by: Experts from London Chamber of Commerce and Industry
Venue: London Chamber
Time: 10:00 am to 05:00 pm
Dates: 19 – 23 January 2009
Participants: Beneficiary organizations from Nepal

Team Leader

Mr. Binayak Shah

Secretary General
European Economic Chamber - Nepal
(ECIBON Project Lead Partner)

Mr. Ramesh Adhikari

Secretary / Program Coordinator
District Committee Dhading
Federation of National Cottage & Small
Industry Nepal (FNCSIN)
(ECIBON Project, Beneficiary)

Participants

Mr. Rajan Sharma

Executive Member
European Economic Chamber - Nepal
(ECIBON Project Lead Partner)

Ms. Sulochana Rajbhandari

Administrative / Program Officer
District Committee Kathmandu
Federation of National Cottage & Small
Industry Nepal (FNCSIN)
(ECIBON Project, Beneficiary)

Ms. Kamini Chand

Project Officer
ECIBON Project

Mr. Bekha Man Dongol

Treasurer
Federation of National Cottage & Small
Industry Nepal (FNCSIN)
(ECIBON Project Partner)

Mr. Azaj Alam

President
Rupandehi Industry Association,
Butwal, Nepal
(ECIBON Project, Beneficiary)

Program Synopsis:

This training is given by LCCI in Great Britain. The training takes 5 days. Participants of this seminar are 4 representatives of the Nepalese partner organisations of the consortium (EEC-Nepal and FNCSIN). After the Nepalese participants have returned to Nepal, they will convert their knowledge to other Nepalese IBOs through a one day seminar. This seminar will be a one day extension of activity 1.1.4. The contents of the course -and seminar- are as follows:

Transfer of Technology (TOT) by British experts to EEC-Nepal and FNCSIN on trade promotion services aimed at EU market

Trade promotion is one of LCCI of Commerce specializes. An effective way of achieving TOT is through the selection of key in-country staff and the funding of a program for them in a partner market.

The program will be intensive and comparatively short and will include an induction in trade promotion activities and techniques, the shadowing of appropriate executives, attendance at trade promotion events, and the augmentation of individual's knowledge of trade opportunities in the host country.

On return to Nepal participants will be provided with a communication line (phone, e-mail) with a mentor on trade promotion at LCCI of Commerce for an agreed period of time (e.g. 1 year).

Program Proceedings:

Monday:

09.00 am Annabel meets delegates at Derby Hotel and travel by Underground to the Chamber
10.00 am Arrive London Chamber of Commerce and orientation
11.00 am Discussion about the program and objectives for the week
Peter Bishop, Deputy Chief Executive
12.30 pm Lunch
PM Visit to 'Top Drawer' Exhibition (giftware exhibition)
Accompanied by Annabel Fogden Head, World Trade

Tuesday

10.00 am Feedback from group on visit to 'Top Drawer'
10.30 - 12.30 pm The organization of Trade Missions
12.30 pm Lunch
PM Retail Tour at Westfields
Accompanied by Ruma Deb, Executive, World Trade

Wednesday

10.00 - 12.00 pm Session on International Trade Peter Bishop
12.30 pm Lunch
02.00 pm Enterprise Europe Network
Tessel Van Essen, Business Information Manager, EEN
03.30 pm The role of UK Trade & Investment and link with Chamber
Sable Tibbitts, International Trade Adviser, UKTI London Team
04.30pm Close

Thursday

AM- Free for external meetings
03.00- 05.00 pm Attend LCCI India Trade Mission Briefing

Friday

10.00am onwards Market familiarization

Detailed Report

Submitted by: Participants

With an intention of familiarizing the Nepalese Business Service Organizations (BSOs) and Intermediary Business Organizations (IBOs) with the EU market and their marketing and selling techniques the ECIBORN project under activity 1.1.7 organized 5 day study / market information / networking tour for a seven member delegation from Nepal to the city of London, UK.

On the first day the delegates were met by Ms. Annabel at the Derby Hotel, Kingston Street, London on 19 January 2009 and led to the meeting venue at London Chamber of Commerce and Industries (LCCI)

Ms. Annabel briefed the participants on the objective of the visit and discussed on the five days program. The expectation of the delegates and the host chamber was discussed in the first session.

Mr. Peter Bishop, Deputy Chief, LCCI took the group to the business center of London to acquaint the members with the London City, the direction and commercial happening. A brief history on trade along the Thames River and the business of London city in the past was also mentioned.

The group was made to visit the deferent departments of the LCCI and the facilities availed by the chamber to its members.

The group of seven discussed thoroughly on the different activities of London Chamber .The issue of how to keep the members happy and how fund was collected by the chamber was learned by the participants.

The group also visited gift exhibition fair "Top Drawer" at Earls Court London. The members visited different stalls and enquired on the product exhibited. The participants were asked to find what products Nepal could probably display in the exhibition. In dept study on the display style, lightning effect, space utilization, decoration, requirement of fare trade, environmental issues, quality and standards of products and services etc was studied by the group.

On the second day each participants were asked to express their findings in the Gift Exhibition.

The participants appreciated the exhibition and expressed their feelings which mostly were regarding products that Nepal could easy sell in the British market.

One important thing which was noticed in the exhibition was the opportunity given by the organizers to run a program in the hall of the exhibition which gave opportunity to market and aware visitors on countries or product, forth coming trend etc.

It was also agreed by all that the best would be to participants in fairs organized by importing country rather than organizing on our own to cash on the experience of the exhibition experience and contact with visitors or clients.

Peter and Annabel also suggested the delegates to participate in the Birmingham fair. But one needs to plan at least six months ahead because people in Europe plan

their purchase six months ahead. London Chamber of Commerce and Industry assured to help EEC Nepal in such issues.

The importance of organizing Trade Mission for the benefits of the members and to keep a breast with the recent economic happenings in the world was felt .Discussion on how Trade Mission was organized by LCCI, the brochures they make to promote and the 30% support of British Government in Trade Mission for the benefit of the countries economic development was also mentioned.

The participants requested the LCCI to speak to British Government on giving special preference to Nepalese products like they provide to African countries and also request British Government to help develop area specific product by involving INGOs with collaboration with NGOs was also discussed.

Classes on creating business dealing, making of brochures, using the e-net, seeking help from embassies, utilizing the press were also studied & discussed extensively.

Ms. Caroline David shared her experience in dealing with the LCCI members and how she tries to keep them happy. She spoke about some tactic she uses to retain the members and make them happy. LCCI uses both computer bases technology for Customer relation Ship management but expressed that the word of mouth and personal visit was the best as per her experience. The different classification of members like the Ambassadors group and Patron group and how they help the chamber enhance their services was also discussed by Ms. Caroline.

The group was taken to a Big Mall by Ms. Ruma Deb in the afternoon. The purpose of this visit was to acquaint the Nepalese delegates on quality of products and pricing. This enabled the Nepalese participants to measure their products standard and their need for improvement.

On the third Day Mr. Peter Bishop enlightened the group of seven on what he expects from them when they return home. He asked the participants to plan on disseminating the knowledge gained from London visit to others Nepal.

He again informed the participants on how multi culture a white and white could be and the liking of a white in one country or area could be totally different from that of the other. Peter also told the participants on the difference of the recession of 1926 and the present recession.

More than 80% British organization feel that they would be out of recession after 15 months .The present crisis in Europe and America is an opportunity to developing country to analyzed and make strategy on how they could penetrate the market after the recession is over. Thus, the crisis leading to opportunity was discussed in length.

Seminar on 'International Documents and Payments' & Regional Policy' under activity 1.1.4 that Mr. peter Bishop will be conducting in March 2009 in Nepal for Government policy makers and 15 Direct beneficiaries of the project was also discussed at length. Peter explained the purpose of his visit and asked the Nepalese delegates to provide inputs to him on how it would be possible for him to conduct the program in effective manner to benefit the BSOs and IBOs in better dealing and understanding with the Nepalese Government Officials.

He plans to prepare a comprehensive report which would be given to the Nepalese prime minister's adviser and the planning commission which would enable them to use it as reference for their future policy making.

EEC Nepal was requested to create a separate desk after the project was accomplished to help the members in doing business with the EU countries.

Discussion on the products like Coffee and Honey taken by the delegates was also done with Peter and Annabel. It was felt that products from Nepal need to comply with the Hazard Analysis and Critical Control Points (HACCP) requirements as well as improve on the packaging and labeling as per European Standard.

The participants were then provided time to discuss and minute on how they would work back home after the London Experience. The Group of seven had a thorough discussion and minute the commitments made by them and handed over to the Project Officer Ms. Kamini Chand for necessary implementation.

On the fourth day Ms. Tessel Van Essen and Ann Chang were introduced by Ms. Annabel. The objective of their class was to acquaint the Nepalese Delegates on different web sights where information related to trade and commerce was found on EU countries. FAME, KOMPASS, KELLY SURCH etc., and other web sights were demonstrated to the participants. This class was very effective as the IBOs and BSOs could easily get the information needed by their members on doing business with the EU countries.

Ms. Sabe Tibbills International Trade Adviser from UK Trade and Investment explained the participants on how their organization functions and how they help to promote trade and commerce. It was interesting to note how the organizations help SMEs in the Great Britain.

She also informed the participants that only 50% importance is given to the product. The balance of 50% must comprise of Inventory management, quality, documentation, marketing, labeling, environmental issues, management skill and marking skills etc. without which international business is not at all possible.

The group was taken to and huge super market of organic food by Ms. Isabella, where the participants saw the display and selling techniques of organic items in the super market. This was also interesting as Nepal is also trying to produce organic products and sell to foreign market.

The delegation visited the Embassy of Nepal and met Mr. Jhabindra P Aryal, Minister Counselor to brief him on their findings. Further, they sought his cooperation in future participation at Trade fares. The Nepalese Embassy officials assured to help in the best of their capacity in future endeavors of EEC Nepal.

The group also participated at the Indian Trade Mission program organized by London Chamber of Commerce and Industry. The participants got the chance to learn on how such mission was organized and what pre-requisites were needed. What help to seek from Government and what BSOs need to do?

On the fifth day the group was asked to explore the market of London. The participants went to meet their clients or observe market within the London city. In

the afternoon they went to Bonty House to have Nepalese Lunch and discussed future business opportunity with the Nepalese settled in London.

The achievement from 5 day study / market information / networking tour is as follows:

1. The group got the chance to see the business dealing and aware them on how they need to achieve to comply with the requirement of the market.
2. They learnt about the way of life in Europe and the multi cultured people having their own specific requirement and how to meet their demand.
3. Acquainted them self on the transportation system of London city and the city management system.
4. Learnt on the sector of improvement they need to bring to their product and marketing.
5. Learnt of the pricing system and aware them on why the products were priced at high cost in Europe taking into consideration the transportation, marketing, tax and other overhead costs.
6. Better knowledge on Trade Mission and its importance.
7. Importance of participating at Exhibition and Trade fares and how to participate or organize.
8. Use of effective sights in the web to acquire knowledge of partner country.
9. Opportunity Governments provide and what to seek for with Government.
10. How to manage the chamber effectively?
11. Where to look for information?
12. How to impart the knowledge to BSOs and IBOs to facilitate their member organizations?
13. The meeting with British investors / Nepalese residing in London and their desire to invest in Nepal was one of the high lights of the visit.

MINUTE of Discussion

Discussion between the (7) seven participants for the TOT at LCCI, 33 Queen Street London, on 21 January 2009 came to a conclusion to:

1. Conduct seminars in minimum 5 districts of Nepal to share the information received from LCCI.
2. Prepare and disseminate a brochure with related material on International Trade. For further information people can contact EEC- Nepal help desk. Support from each participant is important for effective material compilation and dissemination.
3. Measures for sustainability of the program and Trade linkages between Nepal and Europe will be taken by the participants in the subsequent meeting to be held in Kathmandu.

The participants have agreed upon the aforementioned points and signed the minute to give due effectiveness.

Name	Signature
1. Binayak Shah	
2. Rajan Sharma	
3. Azaj Alam	
4. Sulochana Rajbhandari	
5. Bekha Man Dongol	
6. Ramesh Adhikari	
7. Kamini Chand	

Overview by Annabel Fogden

Activity: 1.1.7.
Title: Course on LCCI Trade Promotion Services aimed at EU Market
Date: 19-23 January 2009
Led by: Peter Bishop, Deputy Chief Executive, LCCI
Annabel Fogden, Head, World Trade, LCCI

Delegates

1. Mr Binayak Shah, Secretary General, European Economic Chamber (EEC)-Nepal
2. Mr Rajan Sharma, Executive Member, European Economic Chamber (EEC)-Nepal
3. Ms Kamini Chand, Project Officer, European Economic Chamber (EEC)-Nepal
4. Mr Azaj Alam, President, Rupandehi Industry Association, Butwal
5. Mr Ramesh Adhikari,
Secretary & Program Coordinator,
District Committee Dhading - FNCSIN
6. Ms Sulochana Rajbhandari,
Administrative Officer,
District Committee Kathmandu - FNCSIN
7. Mr Bekha Man Dongol, Treasurer, FNCSIN

The aim of this activity was to provide the delegates with an understanding of the Chamber's international trade promotion activities, (specifically trade missions as the organization of seminars and trade fairs had been covered in November in Kathmandu), and also greater knowledge of the British market.

Monday

The week's programme commenced in the morning with a tour of the Chamber and brief introduction to all the teams: Conference Team, Enterprise Europe Network, Export Documentation, Events, Membership, Membership Relationship Team, and Policy and Public Affairs. Peter Bishop then discussed the objectives for the week before taking the delegates for a guided visit around the City of London, to explain the historical and commercial importance of the City.

In the afternoon, Annabel Fogden took the delegates to visit a giftware exhibition, Top Drawer, held at Earls Court Exhibition Centre. This is a well-established show representing a wide range of products of relevance to the project and the sectors the Nepalese IBOs are promoting, in particular, cards and stationery, home and textiles. Following on from the training on trade fairs presented to the IBOs in November 08 in Kathmandu, the visit to Top Drawer provided an excellent opportunity for the delegates to see how British companies present themselves at exhibitions in terms of stand design, product display and also the quality of the products.

Annabel Fogden emphasized the importance of attending trade fairs as a means of collecting useful market information and contacts, through speaking to exhibitors and company information provided by the Show Catalogue. The delegates were all encouraged to take the opportunity to speak to exhibitors about their business and products and to enquire about potential interest in Nepalese products which they did. Eg. Kamini Chand spoke to an exhibitor, Basket Case Ltd, and found that they were already using Nepalese felt in their products which was encouraging. Binayak Shah and Rajan Sharma also attended a presentation at the exhibition on 'Design Directions: mapping emerging aesthetic trends' which provided insights into how trends are influencing product design.

Tuesday

Annabel Fogden asked for feedback from the delegates who advised they found the visit to Top Drawer interesting. She emphasized again the benefits of attending trade fairs and suggested that the IBOs consider exhibiting with their members at the Birmingham Spring / Autumn shows as these are major international trade fairs for the gift sector. This would be more effective than organizing a Nepalese fair in London as the established commercial trade fairs already attract strong numbers of visitors.

The morning session then continued with an explanation of how the Chamber organizes trade missions to overseas markets. This focused on fully explaining how the Chamber organizes, promotes and recruits participants and the package of support the Chamber offers to companies. The importance of having a strong local contact in the market to make arrangements was also highlighted, in the case of LCCI this is usually the commercial team at the British Embassy.

Further to the delegation expressing interest in learning about the Chamber's customer relationship management activities, Caroline David, Senior Executive, Membership Relationship Team gave a presentation on her team's activities. This focused on explaining the role of the team in the Chamber, the services it offers to new members and how the Chamber looks after its members once they've joined to ensure they renew.

In the afternoon, a retail tour of Westfields, a modern, new shopping mall was organized. This offered the delegates an opportunity to learn more about the UK retail market in terms of products, pricing and quality. Shops included in the tour were: Accessorize (imported jewellery), House of Fraser (department store), Galton Flowers (florist), Clinton Cards (stationery), PaperChase (stationery), Whittard of Chelsea (specialist coffee and tea).

Wednesday

Peter Bishop led a discussion on international trade, the current economic climate in the UK and the opportunities for Nepal to enter the market. This focused on the importance of developing a strategy to enter the market after the current recession.

Peter then asked the delegates to plan how they will disseminate the knowledge gained during the week to their members.

In the afternoon there were 2 presentations.

Tessel van Essen, Business Information Manager, Enterprise Europe Network explained the role of the EEN in the Chamber and its activities to help companies do more business in Europe. As the IBOs are all involved with providing information for their members, Annabel asked Tessel to offer advice on sources of information and on-line databases such as Kompass.

Sabe Tibbitts, International Trade Adviser, UK Trade & Investment came to the Chamber to give a presentation on the role of UKTI and how they help companies develop their business internationally. London Chamber of Commerce works very closely with UKTI - a UK government department, to help companies develop their business overseas. An understanding of UKTI's activities was therefore important for the delegates to fully appreciate how London Chamber delivers its international trade

promotion, in particular regarding trade missions where UKTI provides funding and in-market commercial support.

Sabe Tibbitts also shared much useful information with the delegates regarding the definition of a good SME and a criterion for selecting which companies are ready to be assisted with developing their business internationally, eg. companies with 1-2 employees are too small as they don't have sufficient management resource. Also, companies that have been in business less than 3 years are too young.

Thursday

Further to several of the delegates expressing an interest in organic food products, the delegates visited a large organic food store 'Whole Foods Market' to help them understand the UK market further.

This was followed by a visit to meet with Mr. J P Aryal, Minister Counsellor at the Embassy of Nepal. This was an ideal opportunity for the delegates to establish a contact within their own government that may be able to assist them and their IBOs in future.

In the afternoon, the delegates returned to the Chamber to attend one of the Chamber's pre-departure briefing meetings for a trade mission, so they could experience more directly the Chamber's interaction with companies and the Chamber's role.

Friday

Annabel Fogden met with Binayak Shah and Kamini Chand for a round-up meeting to discuss the week's programme and gain feedback on its effectiveness. Future collaboration on trade promotion activities were also discussed.

All the delegates then had a lunch meeting with Mr Mahantra Shrestha, Founder, Monty's of London – a successful Nepalese restaurateur.

Conclusion

The week provided the delegates with a range of activities and experiences to improve their knowledge of the market and how the Chamber operates. In general, the delegates reported that they found the programme interesting. The visit to the exhibition and the sessions on customer relationship management and EEN team/research tips were much appreciated in particular.

While all delegates contributed to the week's proceedings, the level of interaction from delegates overall was not quite as high as hoped for due to the level of English spoken and also the reserved nature of some of the delegates. Three delegates in particular shared their thoughts, experiences and questions; Kamini Chand, Binayak Shah and Rajan Sharma which was very much appreciated.

Overall, it was a useful and enjoyable week for all concerned and helped cement relationships for future collaboration and support for the IBOs from the Chamber.

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Programme

Monday

- 9.00am Annabel meets delegates at Derby Hotel and travel by Underground to the Chamber
- 10.00am Arrive London Chamber of Commerce and orientation
- 11.00am Discussion about the programme and objectives for the week
Peter Bishop, Deputy Chief Executive
- 12.30pm Lunch
- PM Visit to 'Top Drawer' Exhibition (giftware exhibition)
Accompanied by Annabel Fogden Head, World Trade

Tuesday

- 10.00am Feedback from group on visit to 'Top Drawer'
- 10.30am Organisation of Trade Missions
- 12.00pm Customer Relationship Management
Caroline David, Senior Executive, Member Relationship Team
- 12.30pm Lunch
- PM Retail Tour at Westfields
Accompanied by Ruma Deb, Executive, World Trade

Wednesday

- 10.00am-12.00pm Session on International Trade
Peter Bishop
- 12.30pm Lunch
- 2.00pm Enterprise Europe Network: Activities and Market Research Tips
Tessel Van Essen, Business Information Manager, EEN
- 3.30pm-4.30pm The role of UK Trade & Investment and link with the Chamber
Sabe Tibbitts, International Trade Adviser, UKTI London Team
- 5.00pm Drinks followed by Dinner

Thursday

- 9.00am Isabella D'Ambros meets delegates at Derby Hotel and travel by Underground to High Street Kensington
- Visit to Whole Foods Market (organic store)
63-97 Kensington High Street, The Barkers Building

10.30am Mr Jhabindra P. Aryal, Minister Counsellor
Embassy of Nepal, 12 A Kensington Palace Gardens

3.00pm Attend LCCI India Trade Mission Briefing
– 5.00pm

Friday

10.00am Round-up Meeting at LCCI

12.30pm Lunch Meeting with Mr Mahanta Shrestha
Founder, Monty's of London
The Mall, Ealing Broadway

Free for individual visits

PRESS RELEASE

27 January 2009
EEC-Nepal

Nepalese business delegation on trade study mission to London

A team of delegation lead by European Economic Chamber (EEC) – Nepal, General Secretary Binayak Shah visited London from 17 till 24 December at the invitation of London Chamber of Commerce and Industry (LCCI) to explore trade related issues with LCCI. Other members of the delegation included Bekha Man Dongol, Ajad Alam, Ramesh Adhikari, Rajan Sharma, Sulochana Rajbhandari and Kamini Chand.

Commission of the European Union under its Asia-Invest Program granted 30 month project to European Economic Chamber (EEC) - Nepal to build the capacity of selected Nepalese Intermediary Business Organizations (ECIBON Project) in order to provide professional services to the Nepalese and their European counterparts for promotion of bi lateral trade and socio-economic interactions.

The project has been in operation since August 2007 and providing necessary capacity building training programs to 30 representatives from 15 Intermediary Business Organizations (IBO) representing all five development regions of the country.

As a part of the project seven member team visited LCCI to attend ***Transfer of Technology course on trade promotion services aimed at the EU market***. The program was intensive and included an induction in trade promotion activities and techniques, the shadowing of appropriate executives, attendance at trade promotion events, and the augmentation of individual's knowledge of trade opportunities in the host country

The activities that took place during the five day visit to London are as follows:

Orientation to the commercial happening of London was made along with class on how Nepalese chambers could improve their service towards their members by adapting a customer relationship management System. Participation in trade fares organized by British companies rather than organizing our own trade fare would be beneficial. This would enable us cash on the experience of the organizers as well as draw more clients.

The Nepalese team visited a trade fare Top Drawer at Earls Court and found that most of the handicrafts of Nepalese origin could be sold in the UK market.

Meeting with Nepalese business men settled in London was also organized to learn of the process and procedures. They were all interested to help the Nepalese product but showed concern in the political stability and load shading of Nepal.

The Meeting with the Embassy was very fruitful in a sense that assurance was provided to EEC Nepal in our future activities. The people at the Nepalese embassy appreciate the work of EEC Nepal and the ECIBON project being very unique and effective.

Discussion on how present global crises could possible created opportunity for benefit of Nepal was also discussed.

Deputy Chief Mr. Peter Bishop, Expert - Customer Relationship Department Ms. Caroline, Head - World Trade Ms. Annabela Fogden from of London Chamber of Commerce and Ms. Sabe Tibbitts International Trade Adviser UK Trade and Investment helped the Nepalese delegates in being acquainted to the system of business in London.

The activities of UK Trade and Investment and how we could work with them was also discussed. Their assurance to help SMEs to develop business by cashing on their unique selling point was very much appreciated.

The participants from different Business Service Organizations fund the trip very fruitful as they have learned of the requirement, procedures and standard requirement of European Union countries. They have all committed to disseminate what they have learned to their members in Nepal.

The meeting with British investors and their desire to invest in Nepal was one of the high lights of the visit.