

## Expand trade to UK, meet specialist trade advisor

The UK Trade & Investment, which facilitates trade between South Africa and the UK and assists South African companies to establish a physical presence in the UK through a range of complimentary services and advice about doing business in the UK, has organised a trade visit by Professor Janet Bainbridge.

A leading UK food and drink sector specialist, Professor Bainbridge will be visiting Cape Town from 23 - 2 August 2010 and Johannesburg from 25 August - 1 September to advise local businesses wanting to set shop in the UK. Her visit to South Africa is a part of a programme to take forward the doubling of trade agenda, agreed between ministers during President Zuma's visit to the UK earlier this year.

### A springboard into Europe

"Many South African companies find the move to the UK an attractive one, particularly as both countries have very similar legal and business environments. Combine this with a UK food and drink market catering to approximately 500 million consumers and a manufacturing sector that is second in terms of world productivity and it becomes a very viable proposition for companies looking to expand offshore or wanting to use it as a springboard to Europe," says Prof Bainbridge.

Events will include one-to-one meetings, group discussions, dinners and information sessions with advice on offshore investment ventures in the UK. For more information, email [UKTI.Marketing@fco.gov.uk](mailto:UKTI.Marketing@fco.gov.uk)