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(BAG CORPORATE BROCHURE)

(1.)

To develop overseas' sales, it makes sense to join an effective and highly professional Trade Association...

There can be few more exciting opportunities for developing business overseas than by becoming a member of the British Airports Group (BAG).

As testimony to that, almost 200 companies have joined BAG in just a few short, but eventful, months - companies of every type and size operating in the civil aviation and airport development sector.

They recognise how vitally important it is to be part of a strong, professional and totally committed Trade Association - one that is fully independent, yet one which benefits from affiliation with the Society of British Aerospace Companies (SBAC), the largest association of its type in the world.

In forging powerful and influential links between its members, the British government and key overseas' decision makers responsible for export developments in their own country, BAG has no equal.

Indeed, BAG is the only UK organisation to fully represent every

aspect of the airport sector at an international level. Its sole purpose is to demonstrate the international capability and competitiveness of British companies in this sector - as defined by its membership.

(2.)

International influence starts at a national level. Only companies with a powerful ally can hope to open the doors that count...

BAG is unashamedly commercial in its approach to promoting the interests of member companies in order to secure as much overseas' business as possible.

To achieve this, an extensive range of resources can be harnessed to ensure that the voice of members is clearly heard in the competitive mel,e of new business prospecting.

Support starts at the very top of UK plc with an unparalleled endorsement from the Minister for Trade, with more big guns available at the world-wide network of British Embassies.

The vital process of reaching key decision makers is made easier when BAG can open doors on its members' behalf. With a finger on the pulse of new and potential airport projects world-wide, BAG can best direct its resources and influence to translate contacts into serious sales leads.

(3.)

Market intelligence paves its own way to smoother networking. With the right mechanisms in place, success will surely follow...

Close links with the DTI and Britain's embassies throughout the world ensure that a steady stream of actionable business information can be filtered and assessed for its usefulness to BAG members.

In addition, there is cross-fertilisation of information and potential business opportunities which arise between and among BAG members who are either working on an overseas' project or intend to.

It is this networking element which can prove so profitable to all

members, large and small. Smaller companies can learn from the exporting experience of larger companies and may also benefit from becoming an indirect exporter via those companies.

Large companies may likewise benefit from finding a new and effective supplier in a smaller company, or discovering a product or service of which they were previously unaware.

Of course, BAG has its own pro-active programme of events and seminars where the potential synergies of networking are enormous. Trade missions overseas are an invaluable way of generating business confidence through interpersonal links. BAG has an impressive record of organising successful missions with profitable long-term outcomes.

BAG also reciprocates the process by acting as UK host to visiting overseas' VIPs who have been invited by the Foreign Office, the DTI - or perhaps BAG members.

Through this enabling function, and by playing the role of commercial catalyst, business connections can often be fused with important permanent benefits.

Similarly, networking here in the UK is facilitated by planned programmes of events and seminars which BAG holds in London and the provinces. In addition, members' awareness of each other's expertise - especially in the context of SBAC affiliation - can lead to more informal networking, whilst a relatively new development will be the enquiries generated by both UK and overseas' companies visiting the BAG web-site.

(4.)

Translating mission statements into trade missions calls for organisation of the highest order - and contacts to match!

With the broadest possible perspective on all major developments in the international aerospace market, BAG is uniquely placed to identify

sales opportunities on behalf of its members.

Awareness of this order allows BAG to prioritise the recommendations it makes to members regarding where best to target trade missions. Given the finite nature of time, resources and opportunity, this is a valued part of the BAG service to members.

Having the ear of government contacts also means that BAG can bid for financial support from public funds to help finance trade missions. Logistics being a vital component of all export prospecting, BAG can use its contacts on the ground in what can often be obscure destinations in uncharted commercial territory.

At a practical level, the support provided by BAG translates into arranging transportation and accommodation within the destination country; organising publicity for members; and making sure that the local embassy and key commercial contacts are in the right place at the right time.

It is only through the influence that BAG has at the highest level that hearts and minds can be won over. This process often precedes trade missions, but it is one which almost always continues afterwards between member companies which weren't on the mission!

(5.)

As with all sales operations, exporters recognise neither the end of the beginning - nor the beginning of the end...

Already, the stature and pedigree of BAG is beyond question. In the relatively short period since its inception, members have expressed with enthusiasm their confidence in both the Group's professionalism and its achievements.

Nowhere is this more important than in the support provided in the actual sales process, where the groundwork has been done, and where influence is needed to keep the ball rolling.

Where the machinery and resources of government can be invoked to support export bids and promote ongoing transactions, BAG knows which levers to pull.

Similarly, where members may require extra muscle and the influence of a respected national body when tendering for an international contract, the representational role of BAG could tip the scales.

In short, the strategic concerns of the British Airports Group are in identifying and developing export sales environments on behalf of its members.

Once potential projects have been identified and contracts signed, the nurturing function of BAG helps to ensure that business opportunities continue in that country for the future. And through the achievements and reputation of ground-breaking UK companies, other BAG members will benefit from future export success.
