



Shropshire International Trade

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www.shropshireinternational.co.uk
www.uktradeinvest.gov.uk
www.centraleuropelink.co.uk

How to find us

- Exit junction 4 (M54)
- Take the second exit off the next roundabout continuing on the A464
- Take the first exit off the next roundabout onto the A442
- Take the first exit off the A442
- Take the first exit off the roundabout onto Halesfield 1
- At the next roundabout (Coppice Farm) take the first exit onto Halesfield 7
- Shropshire International Trade (Polymer Training Ltd) is immediately on the right.



**Internationalise your
Business with your dedicated
locally based team**



Shropshire International Trade

Shropshire International Trade Meet your dedicated locally based team



Christine Armistead

International Trade Advisor

Chris Armistead has worked as an International Trade Advisor for 6 years and has a sound background in UK Trade & Investment services and delivering international trade support to Shropshire companies. She successfully managed the Shropshire Chamber International Trade team over the last 2 years and has organised and been involved in numerous productive trade missions to a variety of markets including USA, Dubai and France. She has worked extensively with WiRE (Women in Rural Enterprise), successfully taking a group of their members to a key exhibition in France, and other groups.

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Peter Williams

International Trade Advisor

Peter's background is in International sales, predominately in the rail and traffic management industries where he was UK Trade Representative on the European harmonisation committee for hazard warning equipment. He has also worked with distributors and companies directly in Western Europe and Southern Africa and has experience of the power generation and distribution markets as well as utilities, environmental, emergency and general engineering. Peter has recently returned from Portugal where he set up a franchise operation and his 20 years of experience with businesses setting out to internationalise their products or services will be invaluable in his role of International Trade Advisor.

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Karine Barateau

International Trade Advisor

Karine has joined us as an International Trade Advisor based in Telford, Shropshire. Karine is French and has 9 years experience in International trade. In 1999, Karine obtained a Postgraduate diploma in International Trade and Business at the University of Lille in France. During the past 9 years, she has worked in different areas of International trade including export sales, import purchasing, shipping/ logistics and banking. In 2008, she won the Queen's Award for Export with the Belle group in Derbyshire.

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Alastair McTavish

International Trade Advisor

Alastair previously worked at the Economic Department of the French Embassy in London advising French companies how to export to the UK market. He organised several Trade Missions and an exhibition in Central London and attended numerous Trade exhibitions internationally. This has given him a good understanding of the dynamics of International Trade. Alastair has also worked in International marketing and is fully qualified with the Chartered Institute of Marketing so can advise companies on international marketing issues. Alastair has lived and worked in China, France and the UK and speaks fluent French and Chinese Mandarin.

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Shropshire International Trade

Businesses in Shropshire can benefit from wider support as the County's International Trade Team has joined forces with Herefordshire and Worcestershire. This can include any of the following :

Advice and support

- **Preparing to Trade** – Are you ready to export? For advice and support from a real expert, talk to one of our International Trade Advisers.
- **Support to Succeed** – our highly regarded Passport to Export Programme for new and inexperienced exporters.

Information and opportunities

- **Opportunities** – from our global offices, tailored leads direct to your inbox.
- **Aid-Funded Business Service** – tap into the business potential offered by the main international aid funding agencies.
- **Market and Sector Research** – UK Trade & Investment has extensive research contacts in every sector, in every country.

How we can help your business

UK Trade & Investment (UKTI) can help you rise to the exciting opportunities and challenges that globalisation offers. We work with UK-based businesses to ensure their success in international markets. To find out more about our work contact the team today!