

NOTTINGHAM INTERNET MARKETING CONSULTANT TO JOIN INTERNATIONAL TRADE ASSOCIATION

Nottinghamshire businesswoman Susan Hallam has been appointed to the board of the East Midlands International Trade Association (emita), which helps East Midlands businesses trade in the global market.

emita is an independent trade association established to promote trade and export expertise amongst the region's businesses. It is sponsored by the East Midlands Development Agency, UK Trade & Investment, The Royal Bank of Scotland (RBS) and Nelsons Solicitors.

Susan is Managing Director of Hallam Communications Ltd (www.shcl.co.uk), an [Internet marketing agency](#) delivering search engine optimisation. With more than 20 years experience in the information industry, she specialises in providing support to small businesses seeking to expand their business internationally.

Gerald Blacoe, Chairman of the emita board, welcomes Susan. "The talent and diverse experience on the emita board is a key strength in providing value to our members. With her proven aptitude in international web marketing, Susan is a valuable addition to our team."

Susan comments, "I often work with companies that are having difficulty ranking well in the search engines, or have a website which is performing poorly. Expanding into overseas markets then adds another layer of complexity to the Internet marketing mix. I know that the opportunities offered by international trade often act as a catalyst for businesses to seek marketing guidance.

"The kind of help and support companies get from emita should mean that they will have a better understanding of how they can use the Internet to find more customers, how to encourage them to buy, and how to keep customers loyal. emita is a good way to get the information they need from sources they can trust."

Companies will be able to use the services of Hallam Communications to help to trade overseas.

For more information, visit www.emita.org.uk or phone Costa Philippou on 0115 988 8516 or email costaphilippou.emita@emd.org.uk

NOTES TO EDITORS

The East Midlands International Trade Association is an independent association established to promote international expertise amongst the region's businesses. It seeks to complement and not duplicate the activities of other organisations already in existence by providing a platform where the region's businesses involved in, or aspiring to, international trade can come together, learn together and help each other expand their businesses. It's sponsored by The East Midlands Development Agency, UK Trade & Investment, The Royal Bank of Scotland and Nelsons Solicitors. The forum attracts members from companies involved in all aspects of international trade including manufacturing, distribution, services, sport and the arts.

Other directors are: Gerry Blacoe (Chairman) Export Sales Manager, Fogarty International; Phillipa Allan, Director, Stone The Crows!; Simon Beardsley, Chief Executive Lincolnshire Chamber of Commerce; Peter Lloyd, R&D Tool and Engineering Ltd; Nainesh Patel, Managing Director, Farsan Ltd; David Pearson, International Development Director, Royal Bank of Scotland; Andrew Shipley, Partner, Nelsons Solicitors; and Bob Fisher, Senior International Trade Advisor, Business Link Northamptonshire.