

UK businesses eye opportunities in the Middle East

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Lloyds TSB Middle East, part of one of the world's largest banking groups, and the British Embassy's UK Trade & Investment (UKTI) the UK government's international business development body have travelled from the UAE to Britain in order to advise businesses on setting up in the Middle East.

Now in its second year, the road show marks an important date in the UK business calendar as the five advisory sessions in London, Bristol, Preston, Durham and Glasgow will provide decision makers with access to a panel of business experts based in the Middle East, a region that has seen UK exports increase by nearly 20% in the past year. At the sessions attendees will be supplied with a wealth of regional information about how businesses can succeed in a Middle Eastern market from a team of Commercial banking experts at Lloyds TSB Middle East, as well as representatives from British Airways, Pinsent Masons, PriceWaterhouseCooper's and British Offset.

Speaking ahead of the road show Graham Mitchell, Head of Commercial Banking for Lloyds TSB Middle East said:

"With the gradual return of liquidity to the market we expect to see an increase in the numbers of UK based businesses maximising the potential opportunities the Middle East has to offer. We are pleased to be able to bring our expertise directly to the UK and hope to enable companies in their decision making process."

With over 250 companies in attendance the sessions will provide a market overview on the UAE, Qatar and Saudi Arabia, information on how to set up and do business in the Gulf, as well as sector specific discussions on potential opportunities. Attendees will also be given the opportunity to ask questions to the expert panel team and to meet for one to one sessions.

Jeff Wilson, Director of UK Trade and Investment said:

"UK Trade & Investment works with British businesses to assist them in setting up and creating a successful model in the Middle East. UK exports to the Gulf are now worth around £15 billion every year and following the success of last year's road show we are pleased to be able to organise this second tour, bringing high level expertise to the five key business centres across the UK."

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Notes to Editors:

Lloyds TSB Middle East is a branch of Lloyds TSB Bank plc, which is a member of Lloyds Banking Group. This makes us part of one of the largest and most successful banking groups in the world. Lloyds TSB has been a leading bank in Dubai for over 30 years and was awarded its banking license by the UAE Central Bank in 1977. For more information, please visit www.lloydstsb.ae

About Lloyds TSB Middle East

The main branch of Lloyds TSB Middle East is in Jumeirah, housed in a custom built landmark building, located on Al Wasl Road opposite Safa Park. The bank also has Customer Service Centres located at the Arabian Ranches and Uptown Mirdif. Lloyds TSB Middle East employs over 300 people providing an extensive range of financial services including: Personal Banking, Commercial Banking, Corporate Banking, Offshore Banking, Private Banking, Treasury Services and Trade Finance Services. In addition to market leading car and home loans, credit cards, personal and commercial loans, current and savings accounts, and fixed term deposits, Lloyds TSB Middle East also offers easy accessibility to telephone banking and secure internet banking 24 hours a day, 7 days a week.

About UK Trade & Investment

UK Trade & Investment is the government organisation that helps UK companies succeed in the global economy. It offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. It provides companies the tools they require to be competitive on the world stage.

UKTI also helps overseas companies bring their high-quality investment to the UK's dynamic economy - acknowledged as Europe's best place from which to succeed in global business.

