

## FIRST CHAMBER IPHONE APP IN EUROPE

Renfrewshire Chambers free iPhone app has been downloaded over 100 times since its launch in July.

The app is designed using a build your own app interface developed by one of our members mVenture. The app allows users to see events, search members, meet the team, and the board, view Chamber services.

Initial feedback has been very positive with more features planned for the future.

For more info and to download the app for free, please visit [www.renfrewshirechamber.com/iPhoneApp.asp](http://www.renfrewshirechamber.com/iPhoneApp.asp)



# SUPPORTING RETAILERS IN HAMILTON

With the increasing pressures on high streets, Lanarkshire Chamber of Commerce has led efforts to build support for local retailers. As a member of the Hamilton Marketing Group the Chamber has helped develop a greater collaboration amongst the town's retailers.

In common with many town centres, Hamilton is suffering from declining footfall as retail migration takes many customers to out of town retail parks. Lanarkshire Chamber of Commerce aims to support businesses within the town by improving communication and co-operation between the town's retailers, the shopping centres and South Lanarkshire Council (SLC).

As part of this Lanarkshire Chamber of Commerce has helped establish a monthly Hamilton Marketing Group which now has the participation of many of the town's key national and independent traders. The group meets to develop promotions and events to support the local economy. The group has produced a range of promotions and activities throughout the year to support local businesses.

One of the priorities for the next 12 months



is to get more traders to work together and to market the town as a whole both to existing customers and to new ones. A major initiative is the launch of the Hamilton Gift Card which will be aimed primarily at supporting businesses in Hamilton town centre. The card will be marketed throughout the town as a 'support your local business' initiative.

## ABC – THE GATEWAY TO AFRICA

**Building on its unrivalled reputation for providing intelligence and specialist advice to UK companies entering African energy markets, the re-branded Africa Business Centre (ABC) has opened its doors with a new and improved offering.**

Attending the launch event were companies representing a cross section of the oil and gas industry supply chain. The keynote speaker, John Westwood, chairman of Douglas-Westwood Energy Business Analysts highlighted the considerable business opportunities in Sub Saharan Africa and the ever increasing influence these countries have in world oil supply.

Evidence was shown to demonstrate that

offshore West Africa will be the largest deepwater market in the world over the next decade. Insatiable demand for ever increasing quantities of hydrocarbon energy from the densely populated emerging economies of China and India to meet their needs will put traditional operating companies under pressure and, in turn, UK service companies hoping to win contracts. Early entry into developing African markets should be a major consideration.

Formerly known as the UK West Africa Action Group (UK WAAG), the re-vitalised ABC aims to deliver a tailored package of support to businesses that seeks to capitalise on the lucrative opportunities available in this exciting continent. ABC is the largest industry-led organisation of its kind and enjoys a reach and

network that extends far beyond its member base.

Jon Woodward, ABC director, explains: "The UK WAAG framework has served us well in the past but, as markets expand and the industry itself continues to evolve, we need to make sure that the service we offer is leading edge and truly represents value for money for members and new clients alike."

The Africa Business Centre would like to hear from any company with an interest in entering African markets.

For more information contact Julien Masse at [julien.masse@agcc.co.uk](mailto:julien.masse@agcc.co.uk) or telephone +44 1224 343928.

Full details can be seen on the ABC website at [www.africabusinesscentre.co.uk](http://www.africabusinesscentre.co.uk)

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