

investsefton



Investsefton Newsletter
Issue 37
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Happy New Year !

Welcome to the first edition of the New Year of the Investsefton newsletter, which we hope will give you the opportunity to find out more about the latest business news, opportunities, events, funding, incentives and support available to businesses in Sefton.

*Wishing all of our subscribers a very
Happy New Year and a prosperous 2015!*

2015 is set to be a very exciting year. It is expected that this year's general election will be the most unpredictable in decades. This could mean big changes for the residents and businesses of Sefton and we at Investsefton want to be at the forefront of assisting you with any help and support you may need before, during and after the results of the election and by making sure that any impact on local businesses is managed by ourselves!



Our business support specialists are on hand to listen to local businesses, no matter how big or small and we hope that we will be your first port of call for any advice or guidance that you may require.

Please feel free to [contact the team](#) at Investsefton to discuss any views, issues or ideas you may have about your business in Sefton.

Thinking of exporting or looking at new markets?

Our new 'Exportsefton' brand will be launched soon. Exportsefton is the Sefton Council arm that helps businesses rise to the exciting opportunities and challenges that globalisation offers. Exportsefton will work with Sefton based businesses to ensure their success in international markets and encourage the best overseas companies to look to the UK and Sefton as their global partner of choice.

What support can Exportsefton offer me?

Exportsefton provides advisory support for eligible SME's and new to market businesses based in Sefton..

Watch this space for details of our launch event for Exportsefton, and also our new website www.exportsefton.com coming soon!

Southport digital firm Wyzowl takes on the world with its 'explainer videos'

A digital firm in Southport has become a global leader in its own field by developing a product that can be 'exported' at the click of a mouse. Wyzowl is a content marketing agency which, in just three years, has grown from being a solo venture to one that now provides employment for 20 local people.

The company produces what are called "explainer videos". These are short animations that sit on a client's website giving a clear explanation of the products or services that a company provides. Read more on this story on our [website](#).

New Year, New Markets!

Would you like your business to grow, win new clients and enter new markets or export?

Then the New Markets programme may be for you!

To check if your business is eligible and for more information on the support available to grow your business, simply contact Sharon Johnston at sharon.johnston@investsefton.com or call 0151 934 4672 to discuss your requirements.

We are also looking to hold a free 2 hour information event for New Markets in the near future. If you think you may be interested in attending this then please [contact us](#). Alternatively

we will publish details on our newsletter when they are available.

International Festival for Business 2016 partners with the GREAT Britain campaign

The second International Festival for Business (IFB), which will take place in Liverpool next year, has partnered with the GREAT Britain campaign to help promote the UK around the world.

The GREAT campaign is currently active in 144 countries and combines the international growth promotion efforts of UK Trade & Investment, VisitBritain, British Council and Foreign & Commonwealth Office.

The core purpose of IFB 2016 will be to help participating companies increase international trade. Read more on this story on our [website](#).

Investsefton Events

Investsefton held 18 FREE events in 2014, ranging from smaller training workshops to larger events such as the Sefton Economic Forum with over 150 delegates in attendance.

We are currently in the process of developing our new Events Programme for 2015, which will include a mixture of workshops, training events and larger Forums.

Upcoming events will include Accessing Finance and Marketing. Each one will be held twice- one in the North and one in the South of Sefton. Keep checking our [events calendar](#) for confirmed dates and venues for these events, and we will also send out email invitations.

In the news this week....

Radwraps closes in on sales milestone ([Read more...](#))

RGF supports 8,000th company ([Read more....](#))

Sound City January Workshops ([Read more...](#))

Read these and all the rest of this weeks news stories on our [news page](#).

Newsletter Registration

If you did not receive this newsletter direct from us but would like to be added to our mailing list please email us at info@investsefton.com or complete our [online registration form](#).

Keep in touch with us! Visit our [Website](#) or follow us on [Twitter](#).



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