

THE FBC SUPPORTS SOUTH SHIELDS COMPANY AT MAJOR TRADESHOW

The FBC accompanied Prestige Seating Technology Ltd (PST Ltd), a South Shields-based firm, to ICE, the world's largest International Casino Exhibition and gaming tradeshow. The exhibition took place in London on 27-29 January 2004 and gathered all the major players of the industry.

Prestige Seating Technology is the Europe's leading supplier to the Leisure Industry of chromium and brass plated metal furniture. It already trades successfully in numerous European countries including Germany, Spain, Russia, Portugal, Holland and many more. Last year, the company contacted the FBC to approach the French Casino groups and Pierre Scotto Di Freca, FBC Project Coordinator, provided customised support to PST.

Stephen Treharne, Managing Director of the company said: "This year we invited a member of the French Business Council to participate in targeting the French market. Pierre attended at our stand and was frequently busy talking to our French customers. He is presently following up the leads he received at the show and early indications have come back positive".

The FBC is now helping PST to secure lucrative contracts and identify potential customers in France.