

## Business Support Service Case Studies

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### Westrade Group Ltd

<http://www.westrade.co.uk/>



Westrade Group is a British company specializing in events management, with over 30 years of expertise on a wide variety of industries, delivering events both in the UK and overseas. They commissioned the BCCP's business support service to gather at least 50 participants for their No-Dig Summit Manila 2015, a two-day conference on trenchless technology for experts from Water, Gas, Electricity, Engineering and Consultancy sectors. The Summit was sponsored by Westrade's client, The International Society for Trenchless Technology.

The team utilised different marketing strategies to promote the event and build the interest of target sectors. We also tapped our wide Chamber networks including European-Philippine Business Network (EPBN), the Philippine Chamber of Commerce and Industry (PCCI) and the Makati Business Club (MBC).

Exceeding the target 50, we were able to secure 93 attendees, mostly top executives, engineers and architects from the identified industries. We also managed to deliver their special request of inviting the VIPs from Manila Water – Mr. Thomas Mattison, Director for Project Delivery, and Mr. Geodino V. Carpio, Group Director of Operations. With the success of the No Dig Summit, the client was very pleased with the result of our works.

*“Working with OMIS on our event was both easy and effective. Their communication was great throughout the build up to the event and during the event, and their can do attitude and helpful manner made working with them a pleasure. Thank you very much.”*

**Chantel Avis**  
Events Coordinator  
Westrade Group Ltd