



## Case Study Love Fashion / Cross Border VAT

“We would highly recommend ISPO to other exporters and businesses as it will bring a new perspective and fresh ideas to their business. It will also help you expand your business internationally and give you a greater understanding of the local business market of the student.

Gurpreet Singh  
Director, Love Fashion/ Cross Border VAT



Love Fashion / Cross Border VAT identified a need for additional support within their organisation to increase the quality and success of their business. The International Student Placement Office (ISPO) scheme was perfectly placed to facilitate finding ideal candidates.



The International Student Placement Office is an initiative of the East Midlands Chamber working in collaboration with the Black Country Chamber of Commerce. The aim is to aid the international development of local businesses through the appointment of European students, specialising in international trade for short-term work placements. The students spend 5 - 6 months within a company building and using their knowledge of international commerce and cultural awareness, coupled with linguistic skill, to help organisations open or expand overseas markets.

Love Fashion are an organisation that sells through multi-channel marketplaces across a variety of countries, and so translations are important to the target customer. With their biggest market being Germany, they were specifically looking for a German speaking student. Also, via a new venture, Cross Border VAT, which is a FinTech solution that helps marketplace sellers with their VAT compliance, a further student was identified from Poland with an accountancy background.

Gurpreet Singh, Director of Love Fashion/Cross Border VAT, commented: “Both students have been of great benefit to us as a company, having the country specific knowledge was invaluable to understand the market in more detail. The Placement has offered us a chance to increase the quality of our offering which will support us in the long-term.



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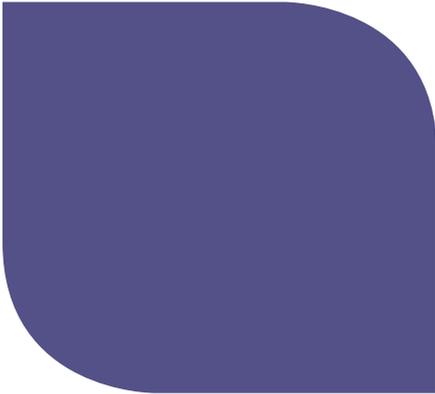




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One of the students, Kamila, explained about her experience: “This placement has helped me enhance the skills I need to continue my studies. It has also developed my English skills and the opportunity to work in a different country. I now have more of an idea of what I would like to do in my future career.”

For more information about how ISPO can support your business, please visit [www.blackcountrychamber.co.uk/internationaltrade/international-student-placements](http://www.blackcountrychamber.co.uk/internationaltrade/international-student-placements) or contact Gerald LaTouche on 01902 912318.



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