



The leading event for small international businesses

Grow Abroad Conference

27th October 2015 • London, UK

wh/ at?

A conference to meet the needs of growing SMEs that are not currently served by the events aimed at start-ups at one end of the scale and multinationals at the other.

wh/ en?

The GROW ABROAD Conference will be held Tuesday 27th October 2015, followed by an Investment Promotion Agency training seminar on Wednesday 28th October 2015.

wh/ ere?

London, UK

wh/ o?

For small businesses, venture capitalists and other investors, legal firms and other professional advisers, academics and government agencies involved in helping growing companies expand abroad.



why?

If you are a small business, you will find everyone here you need in order to start thinking about expansion in a bigger or braver way. If you are anybody else, you will be coming to meet the big businesses of the future.

Intermediaries, advisory firms and investment promotion agencies tasked with assisting these expanding businesses and eager to be part of tomorrow's success stories will learn best practices here.

how?

The one-day conference will be held in Europe's commercial capital, London. It will be followed by a one day training course for the government agencies that understand the importance to their own long-term success of helping small and medium-sized businesses thrive internationally.

Grow Abroad

Programme

8.30 Registration & Networking

9.00 Inaugural Keynote from a Great British Success Story

Inaugural keynote from a successful entrepreneur who has taken their small company international.

10.15 Session 1: Myths and Misadventures: How To Prepare for Sustainable Success.



Bill Russell
Head of Global Cooperation and International IPO Specialist, The Intellectual Property Office
confirmed



John Nichols,
Expert in International Labour Contracts and Conditions, The HR Partners
confirmed



Eduardo Martinez Garcia
Co-Founder, GENIAC
confirmed



Craig Lesser, Senior Currency Consultant, Smart Currency Business
confirmed

The legal, financial, linguistic, regulatory and cultural challenges of taking your small business abroad offset against the potential gain. What sort of companies are going where? Have you ever wondered how small businesses become multinationals? How do they take the first step? Where do they take the first step? Our panellists, each an expert in their field, will examine some of the patterns that home-grown enterprises have followed in the past and set out some recommendations for the titans of the future.

11.00 Networking coffee break



11.20 Keynote from Julie Meyer, Founder of Ariadne Capital

**11.45 Session 2:
chaired by
Julie Meyer**

Fever Pitch: Matching Entrepreneurial Enthusiasm With the Global Appetite for FDI.

Part 1

A series of elevator pitches from small businesses that are thinking of expanding outside their home territory. Companies will be selected to present based on a competitive process announced in early September at the following link: <http://conway.com/events>

Part 2

Presenters from Part 1 will join a panel with business professors and other advisers.

Bill Russell
Head of Global Cooperation and International IPO Specialist,
The Intellectual Property Office
confirmed

John Nichols, Expert in International Labour Contracts and Conditions,
The HR Partners
confirmed

Eduardo Martinez Garcia
Co-Founder, GENIAC
confirmed

The business propositions will be discussed individually and

suggestions invited from the audience. The objective of the session will be to establish which countries each company should use as a springboard for further expansion and whether it is possible to start with exports or whether some form of permanent representation is preferable.

13.00 Lunch

14.00 What UKTI can do for you

- introductory presentation by



Robert Hurley, Head of Sector Teams | London International Trade Team | UK Trade & Investment London

**Grow
Abroad**

A silhouette of a commercial airplane in flight, positioned in the upper right quadrant of the page. The background is a gradient of light blue and orange, suggesting a sunset or sunrise sky. The text 'Grow Abroad' is overlaid on this background.

Programme

Session 3:

**Cutting Through the Hype;
Destination Diagnosis**

14.15 Part 1

A site selection consultant will run through historical and recent trends in preferred FDI (foreign direct investment) destinations for the countries represented at the conference.

14.45 Part 2

A research expert will analyse the government agencies around the world that have a specific programme in place for helping small businesses and which have the best experience and most success in attracting companies from this group.

15.15 Part 3

– Location Showcase moderated by Robert Hurley of UKTI

Richard Arnfield
International Director
London & South East,
Santander Corporate &
Commercial Banking
confirmed



Tom Stewart
Executive Director,
National Centre for
the Middle Market,
discussing USA
confirmed



Andrew Davis
Head of Investment
Promotion, Invest
Hong Kong
confirmed

A selection of government agencies representing some of the less obvious choices of location around the world will tell the audience what they could and would do for them.

16.00 Networking break

16.20 Session 4:
The Future Fortune 500



Wayne Morris,
Network Development
Director, URICA
moderator



Geoffrey de Mowbray
Chief Executive Officer,
Dints International
confirmed



Mark Riches
Managing Director,
First Protocol
confirmed

Francisco Felisart,
Sectors Development
Manager of
Culture Group
confirmed

Celestino Gomez,
Business Development
Director, GMV
confirmed

We hear from people who have actually done it. Have started a company and taken it abroad not by accident but by design. Where they went and

why. Obstacles they had to overcome, lessons learned and what they would do differently if they had their time over again.

Several small businesses will tell their stories and an hour will be set aside for questions from the audience.

Conference Close

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For more information on the event or on sponsorship opportunities please contact Laura Martin at +44 (0) 20 3744 3862, or email laura.martin@conway.com.