

EXPORT HUB PROGRAMME

2ND–3RD NOVEMBER 2016

DAY 1: 2ND NOVEMBER

TIME	SESSION TITLE
11.00–12.00	<p>DIGITAL AND E-EXPORTING</p> <p>Barclays will outline how they can support companies to 'go digital', and will look at global differences in payments. Karl Susol & Joe Darwen will discuss how D.I.T's E-Exporting Programme can help UK companies sell their products or services to global consumers and grow their business through online exports.</p>
13.45–14.30	<p>THE IMPORTANCE OF LANGUAGE & CULTURE</p> <p>Innovative companies are flexible, agile and culturally aware. In this session Sara Knowles, International Trade Adviser explains why it's more important than ever to address the language and culture needs of international buyers and how to successfully build an international brand.</p> <p>Areas covered will include communications and marketing styles across cultures, developing an international communications and marketing plan, and "how does my brand come across?"</p>
15.30–16.15	<p>IS IT CHINA OR INDIA?</p> <p>The world's two fastest growing markets – but each with its own different challenges, cultures and ways of doing business. Hear from our informed speakers and learn through examples of real-time opportunities why you should be reviewing your strategies in these regions and why these will be different for China and India.</p> <p>Nathalie Cachet-Gaujard is Director Education and Innovation at the China-Britain Business Council (CBBC). Nathalie has over twenty years of experience in international business development. She started her career lecturing at the University of Salford and the University of Xiamen in Fujian. She then moved to industry, holding senior international management positions in the software and telecom industry and was based in Beijing for two years.</p> <p>Steve Toogood, UK India Business Council, has worked in China and India and is an Alumni of both SP Jain Management School, Mumbai and Antwerp University 'Understanding China Programme'. He has chaired many conferences on China and India and organised many business missions to both countries.</p>

DAY 2: 3RD NOVEMBER

TIME	SESSION TITLE
11.00–12.00	<p>DIGITAL AND E-EXPORTING</p> <p>Barclays will outline how they can support companies to 'go digital', and will look at global differences in payments. Karl Susol & Joe Darwen will discuss how D.I.T's E-Exporting Programme can help UK companies sell their products or services to global consumers and grow their business through online exports.</p>
13.45–14.30	<p>OPPORTUNITIES IN ASIA PACIFIC</p> <p>Focusing on South Korea, Japan and China/Hong Kong, this session will look at opportunities in these growth markets. Penny Wang Orme, International Trade Adviser, will look at how to approach and develop business relationships in these markets.</p>
15.30–16.15	<p>THE IMPORTANCE OF LANGUAGE & CULTURE</p> <p>Innovative companies are flexible, agile and culturally aware. In this session Sara Knowles, International Trade Adviser explains why it's more important than ever to address the language and culture needs of international buyers and how to successfully build an international brand.</p> <p>Areas covered will include communications and marketing styles across cultures, developing an international communications and marketing plan, and "how does my brand come across?"</p>