



Make Europe Work!® Trade Conference

Synopsis and Programme

Event Title:

COBCOE Make Europe Work!® Trade Conference
Removing the barriers to business growth

Part of the International Festival for Business 2016 (IFB2016)

Date and times:

Tuesday 14 June 2016 – main conference 08:45-15:45, followed by workshops, time to explore IFB2016 and to hear FW De Klerk, Former President of South Africa on the IFB 'Blue Skies' platform

Venue:

Exhibition Centre, Liverpool - Kings Dock St, Liverpool Waterfront, Liverpool L3 4FP

Evening social event:

19:30-23:00 buffet supper and live music at the Hard Day's Night Hotel

Event and IFB2016 overview:

COBCOE is the international body that represents British chambers of commerce and business associations across Europe. Widely recognised as an essential driving force for international business, we are proud to be the official International Partner for Europe for IFB2016.

IFB 2016 is a truly global event that will take place in Liverpool over a three-week period from 13 June to 1 July 2016. It offers a valuable opportunity for international companies and investors to gather, gain essential market and sector intelligence, and meet business partners through a programme of over 70 world-class events, workshops and formal and informal meetings all under one roof.

The COBCOE Make Europe Work!® Conference organised for IFB 2016 will:

- Evaluate the essential, overarching factors for Europe's policy framework affecting competitiveness
- Focus on key drivers of strategic growth for business
- Facilitate a better understanding of multilateral trade opportunities, and how to successfully penetrate complex, high-value international supply chains in the UK – Europe's fastest growing advanced economy



A practical approach

The one-day conference combines practical information and advice from expert speakers, including real-life innovative case studies, with the wider thought leadership debate on the drivers for achieving greater competitiveness that are essential for the future of European trade and investment. It will look at the factors involved in building capacity and capability in order to better serve industry and deliver growth across the world's largest and most important trading bloc.

COBCOE Annual Conference

The Make Europe Work!® Trade Conference is critically timed to coincide with COBCOE's Annual Conference for members. We expect participation from our member organisations across Europe, as well as a combination of SME and larger corporate member delegations accompanying the chambers and business association specifically for IFB2016. Sector representation will be diverse, with companies seeking partnerships with UK companies also attending, creating a truly international atmosphere.

In addition to the evening social event following the conference in Liverpool, our flagship annual Gala Dinner and Business Awards will take place on 15 June 2016 in London.

How to contact us

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Programme & Speakers

- 08:45-09:20 Registration – main auditorium
- 9:20-9:30 **Welcome address by David Thomas MBE, Executive Chairman COBCOE**
- 9:30-9:45 **Keynote speech by Paul Drechsler CBE, President of the Confederation of British Industry (CBI)**
- 09:45-10:20 **The Plenary Panel - Removing the barriers to business in Europe**
- David Thomas, Chairman COBCOE (moderator)
 - Jacqueline Minor, EC Representative in the UK
 - Stephen Ibbotson FCA, Director, Business, ICAEW
 - David Frost, CEO, Scotch Whisky Association
- Topics:*
- The single market and you
 - How would businesses benefit in practice?
 - Benefits and challenges of key sectors
 - Europe as a launching pad – will a single market help scalability?
- 10:20-10:50 **The Ambassadors of Europe**
- Opportunities for trade and investment in key markets of continental Europe:
- Poland, France, Turkey, Ireland (TBC)
- 10:50-11:10 **Facilitating international business – A COBCOE Product Launch**
- Glynis Whiting, COBCOE Vice Chair
- 11:10-11:20 Refreshment break
- 11:20-12:00 **Removing financial barriers**
- Patrick Coupier, President, Kompass International
 - Other panel participants TBC shortly
- Topics:*
- Finance for growth
 - Should banks be the go-to partners for business?
 - Alternative sources of finance – private equity, venture capital and P2P (peer-to-peer) lending



12:00-12:40	<p>Exploring regional strengths and opportunities for growth – the European perspective</p> <p>Presentation and discussion from the COBCOE Member and Affiliate network</p> <ul style="list-style-type: none">■ Paul Slevin, UK Chairman, Franco British Chamber of Commerce & Industry (moderator)■ Christopher Plant, CEO, British Chamber of Commerce Slovakia – CEE region■ Chris Dottie, Vice Chair, British Chamber of Commerce in Spain■ Andy Snell, Head of International, Liverpool & Sefton Chambers of Commerce – UK NW region■ Wales (TBC)■ Scotland (TBC) <p><i>Topics:</i></p> <ul style="list-style-type: none">■ The UK's export and investment offer■ The continent's export and investment offer
12:40-13:30	Lunch
13:30-13:45	<p>Keynote speech by Lord Bilimoria of Chelsea CBE, DL Chairman and Founder of Cobra Beer</p>
13:45-14:30	<p>Boosting growth and innovation for a competitive, thriving economy</p> <ul style="list-style-type: none">■ Jurga Zilinskiene, CEO, Today Translations■ Prof James Kirkbride, Fellow, Liverpool Hope University■ Lesley Batchelor, CEO, Institute of Export■ Clive Memmott, CEO, Greater Manchester Chamber of Commerce <p><i>Topics:</i></p> <ul style="list-style-type: none">■ Bridging the skills gap and sourcing the right skills for business■ Encouraging innovation■ Partnership between educators and employers■ Innovation in engineering and design technology for tomorrow
14:30-15:20	<p>Case studies: Innovation in high value complex supply chains – the global perspective</p> <ul style="list-style-type: none">■ Serving the high value supply chain – innovation and the virtual technology cluster in the UK defence industry <i>Mike Kennedy, Managing Director, Restoration Partners</i>■ Expanding the automotive supply chain footprint in the CEE region <i>Mike Wallis, Keswick Group of Companies</i>



- 15:20-15:50 **Afternoon refreshments with Q&A – conclusions and future action**
- Discussion, essential follow-on ideas and plans
 - Forging relationships
- 15:50 **Close of main conference**
- Guests are welcome to attend our breakout workshops, or visit the festival and are invited to attend the Blue Skies stage later on
- 15:50-17.30 **Breakout Workshops running in main auditorium and breakout event room open to the public**
- Facilitating International Trade – removing the barriers!**
Dispelling the myths around the cited top four barriers to international trade
- Session 1 ■ Understanding the business environment and culture
16:00-16:40 ■ Finding business partners
- Session 2 ■ Moving goods
16:40-17:20 ■ Getting paid and managing risk
- 17:30 **IFB2016 Blue Skies stage** – inspirational leaders series – Frederik Willem de Klerk, former President of South Africa
- 20:00-23:00 **Evening event at the Hard Day's Night Hotel**
With hot and cold buffet supper and live music

Running throughout day: Partners' exhibition space – Meet the expert