



Global business

Exploration creates opportunity. Expanding operations to, and trading with, new overseas markets offers the possibility of real growth for UK companies. But with complex factors transforming Britain's role on the international stage, business leaders must understand how to quickly adapt to, and navigate through, a turbulent global economy. At these IoD Open House events, we will discuss the factors impacting the fortunes of British firms that trade internationally and consider the knowledge and tools needed to help us thrive in an uncertain world.

<u>Region</u>	<u>Date</u>	<u>Venue</u>
London	10-May	Grange St Paul's Hotel

Global business	
09.00	Registration – tea, coffee and pastries
09:30	<p>Welcome by the Event Chair</p> <p>Claudia Catelin, EU & Trade Analyst, IoD</p>
09:35	<p>Government's Industrial Strategy</p> <p>Nick will be talking about the Government's Industrial Strategy and will focus this presentation from a global impact perspective. The presentation will pick up on the themes of attracting foreign investment, making the UK the world's most innovative economy and the best place to start and grow a business. The need to increase investment in research and development will be key to achieving success. He will also talk about the 4 Grand Challenges within the Industrial Strategy that have been selected to put the UK at the forefront of the industries of the future.</p> <p>Nick Chism, Chief Business Adviser, Department for Business, Energy and Industrial Strategy (BEIS)</p>
09.50	<p>Managing cultural diversity</p> <p>Preparing staff to set up overseas networks, manage negotiations with "foreign" clients/distributors and lead and develop multi-cultural (non-UK originated) teams.</p> <p>Malcolm Johnston, Founder & Director, Re-Formation Associates Ltd</p>
10:10	<p>Case study: How I set up abroad</p> <p>Nick set up a wholly foreign owned enterprise (WFOE) in China in 2015, with their first year of trading in 2016. Since then, this consulting company has grown and serves major clients in China like GE and Alibaba. He will share his experience of doing business in China as well as outline options for business who are interested in tapping into this large market. Nick will share his experience, mistakes and successes as well as give some insight into China's fascinating culture.</p> <p>Nick Obolensky, CEO, Complex Adaptive Leadership</p>
10:30	Refreshments

11:00	How FCA have gone from being local brands to a significant global automotive player
11:15	<p>Case study: Raising finance for growth There are over 400 lenders operating in the UK market, yet most businesses are not aware of the range of financing options available to them. Niels Turfboer, Spotcap’s managing director, will explore the disconnect between there being hundreds of UK lenders, and the many businesses that describe finding finance as a difficult task. Niels will also look at the wider ecosystem and what stakeholders such as the government, local organisation’s, and professional advisers are – and could be doing– to better support and educate businesses.</p> <p>Niels Turfboer, MD Benelux & The United Kingdom, Spotcap</p>
11:35	<p>How does a board prepare for global expansion Recent scandals in both the financial services and corporate sectors have continued to demonstrate the importance of ensuring that companies have a strong compliance culture and that the “tone from the top” supports sustainable and profitable growth, whilst mitigating risk. These risks can come in many shapes and sizes from adapting to new legal and regulatory regimes to understanding the financial crime risks posed to your business. Companies looking towards global expansion will need to ensure that they have robust corporate governance processes and procedures in place to identify, mitigate and monitor the risks which arise from trading in new markets. This talk will provide you with some practical tips and suggestions to assess board readiness and how to kick start a risk assessment.</p> <p>Lilian Small, Partner, Temple Bright LLP</p>
11:55	<p>Panel Session – Investing in Technology Globalisation, trade control barriers and ever-growing supply chain networks has created a complex and challenging environment for businesses. This panel will discuss how investing in technology can provide the highest value, discuss the challenges and risks and give advice on how digital can support your new global journey.</p> <p>Christopher Foster, Presidential Research Fellow, Global Development Institute (CHAIR)</p> <p>Geoff Taylor, MD, AEB (international) Ltd Craig Melson, Programme Manager Digital Devices, Consumer Electronics, Export Controls and Environment and Compliance, techUK Dr Chris Moore, Technology Specialist at the Department for International Trade (DIT) Katrin Herrling, CEO & Co-Founder, FUNDING XCHANGE Sameer Savani, Head of Innovation and Engineering, ADS James Galilee, Senior Account Manager, Corporate Traveller</p>
12:45	<p>Working lunch roundtables</p> <ol style="list-style-type: none"> 1. Global trade: Why digital is key to navigating change Economic uncertainty has shaken business confidence, but it also offers an advantage to firms that harness new tech when trading across borders. How can supply chain digitisation drive better navigation of dynamic global trade changes and generate value for the business? Geoff Taylor, MD, AEB (International) Ltd 2. Managing cultural diversity Identifying the cultural challenges that can mitigate against the development of strong international relationships. Discussing mechanisms for adapting the “home country” style to find a culture that works for everyone and delivers “success” – however that might be defined! Malcolm Johnston, Founder & Director, Re-Formation Associates Ltd 3. The loneliness of the long-distance worker Businesses have a duty of care over their workers, wherever they are in the world, but does out of sight mean out of mind? Join this roundtable with IOSH to explore and discuss remote and lone-worker safety, health and wellbeing good practice. Louise Hosking, Vice President, IOSH 4. Developing a robust supply chain Your supply chain is only as strong as its weakest link. Ensuring your domestic and overseas suppliers uphold your company’s safety and health standards will protect your reputation and your bottom line. Join IOSH to discuss supply chain safety and a new international standard you should consider implementing. Tim Eldridge, Vice President, IOSH 5. Growing your exports: Technology and Smart Cities The Department for International Trade (DIT) supports UK companies to export their products

13:45	<p>and services through a network of advisers in over 100 countries. Learn about how DIT can help you achieve your export ambitions in existing markets and open up new opportunities. Rollo Hope, Head of Exports, Technology and Smart Cities at DIT</p> <p>6. How to take your brand international It can be tempting in these days of online markets to believe that any brand with a website is automatically international. In reality, building a brand beyond your national borders is more complex than many realise. Elliott King, CEO, MintTwist</p> <p>7. The choice of whether to run a company car fleet or empower employees to use their own cars (grey fleet) with a consideration of the advantages and disadvantages of either choice This session will include a brief overview into the costs and implications of both such as:</p> <ul style="list-style-type: none"> - Taxation - Funding methods available for both running a fleet and options for staff (PCH) - Which fuel type - Liability and care of duty - Staff motivation - If running a fleet, single badge policy or choice list and considerations <p>FCA Group</p>
14:00	Close