

**GOING GLOBAL**

# A World of Opportunities

Would you like to develop your business in a new market or maybe you're already trading overseas and looking to expand your global footprint? Whether you're considering an eastern, western or European market, this not to be missed event offers it all!

**Thursday 17 May 2018 | Hemswell Court, Hemswell Cliff**

Come and hear expert advice on developing new business opportunities in France, the USA and the UAE from overseas market specialists and representatives from UK and Lincolnshire based businesses with significant experience in these countries.

Supported by the Department for International Trade (DIT) and Streets Chartered Accountants, the event will bring together presentations and panel discussions with a uniquely themed French breakfast, American style lunch and afternoon tea with Middle Eastern treats.

**Open to SME businesses in any sector, the day will provide information on:**

- Routes to market
- Current trading conditions and ease of doing business
- Specific multi sectoral business opportunities in each of the focus markets
- Common challenges to trading in these markets and how to overcome them
- Tips for export success from Lincolnshire based companies Badley Ashton & Associates Ltd, Nick Young Tractor Parts Ltd and Shelton Sportsturf Drainage Ltd

The programme is designed to provide flexibility so you're welcome to stay for the whole event or attend the sessions on the markets that are of most interest to you.

# PROGRAMME

- 09:15** Registration and French Themed Breakfast
- 09:45** Welcome and Introduction
- 09:55** Doing Business in Europe – Market Focus: France  
*Paul Taylor, Deputy Director, Department for International Trade, France*
- 10:25** Our Export Success in France  
*Mick Claxton, Director, Shelton Sportsturf Drainage Ltd*
- 10:40** Q&A Session and Panel Discussion
- 11:00** Refreshments and Networking
- 11:20** Doing Business in North America – Market Focus: USA  
*Carlo Cavagna, Consul – Head of Trade & Investment, Department for International Trade, Los Angeles*
- 11:50** Our Export Success in the USA  
*James Young, Commercial Director, Nick Young Tractor Parts Ltd*
- 12:05** Q&A Session and Panel Discussion
- 12:25** American Themed Lunch and Networking
- 13:15** Doing Business in the Middle East - Market Focus: UAE  
*Andy Hosie, Consultant, OCO Global*
- 13:45** Our Export Success in the UAE  
*Meriem Bertouche, CEO, Badley Ashton & Associates Ltd*
- 14:00** Q&A Session and Panel Discussion
- 14:20** Middle Eastern Themed Refreshments and Networking
- 15:00** Close

**Book your place today to discover how going global can grow your business.**

Places are limited and booking is essential. To register or for further information please follow the link below:

**Book now**

 0776 194024

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