

The BRIC Challenge

Who has the big guns?



Holiday Inn Rugby / Northampton
M1 Junction 18
Crick
NN6 7XR

Wednesday 19 November 2008

5.15 pm – 8.00 pm

The BRIC Challenge

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Date: Wednesday
19th November 2008

Venue: Holiday Inn, Rugby, Northampton
M1 Junction 18, Crick NN6 7XR

Programme:

- 17h15 **Registration & refreshments**
- 18h00 **Welcome and introduction**
- 18h10 **The BRIC challenge: Round 1 – What Recession?**
- Which BRIC country is most recession proof?
 - o The impact of oil prices
 - o The impact of rising food prices
 - o What's happened to the stock exchange?
- 18h45 **The BRIC challenge: Round 2 – Changing Trends**
- How are the BRIC countries responding to:
 - o Political changes
 - o Climate change
 - o Global economic changes
 - o Social responsibility
 - o Intellectual property
 - o Commodity & natural resource shortages
 - o Technology developments
- 19h20 **The BRIC challenge: Final Round – Business Opportunities**
- What are the business opportunities for East Midlands companies?
- 19h55 **And the last man standing is....?**
- 20h00 **Close & networking**

Speakers:

- Rob Williams** is a cross-cultural consultant with International House in London
- He is a Course Leader of the Applied Language Studies MA and Course Director of the MA in International Liaison and Communication at the University of Westminster.
 - He is a Cross-cultural and language trainer with extensive experience of Latin America, especially of Brazil.
- Steve Truswell** is a freelance consultant on Russia, travelling extensively and providing assistance and advice to companies in the UK and abroad.
- He specialises in UK-Russia business consultancy and has a wide ranging interest reporting to clients on fields as diverse as financial services, engineering and pharmaceuticals.
 - He is a fluent Russian speaker and a regular traveller to Moscow on a variety of business assignments providing business briefing on market opportunities and challenges in Russia.
- Helen Deas** is the Head of the East Midlands India Business Bureau
- Former diplomat with 3 years in India and 5 in Argentina.
 - She has worked in international trade in the private and public sector for over 25 years.
 - She has worked with small and large UK businesses to improve their market strategies and help them make money in difficult times and tricky markets.
- Jason Feehily** is Head of East Midlands China Business Bureau
- After studying Theology & Philosophy at New College, Oxford (where, after a huge struggle, he achieved a 2.2), Jason joined the Royal Hong Kong Police and served as an Inspector for 7 years.
 - Up until joining the East Midlands China Business Bureau Jason has been involved in international business development, particularly in relation to training and simulation (critical decision making) products in Europe, Russia, Africa and Asia.
 - Jason holds a MSc in Training and a MBA, both from University of Leicester.

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