

# Emerging Markets: Too Much Potential to Ignore



Sir Denis Rooke Building  
Holywell Park  
Loughborough University  
Loughborough, LE11 3GR

Thursday 25 February 2010  
9.00 am - 1.15 pm

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## Programme

- 09h00 Registration and Refreshments**
- 09h45 Welcome and Introduction**
- 09h50 Keynote Address**  
*Sir Roger Bone*, President, Boeing UK
- 10h05 Emerging Markets: Economic and Political Outlook**  
*Anjalika Bardalai*, Senior Analyst, Asia, Economist Intelligence Unit
- 10h30 Question and Answer Session**
- 10h45 Workshop Session One**
- A. UAE & Qatar - Market Overview**  
*Robin Lamb*, Director of Trade and Government Relations, Middle East Association
- B. Thailand & Vietnam - Market Overview**  
*Richard Gilbert*, Research Adviser, UKTI and  
*Paul Smith*, Chairman, Offshore and Outsourcing, Harvey Nash
- C. India - Case Study**  
*Nitesh Ganatra*, Managing Director, Kingsfield IT Solutions Ltd
- 11h30 Tea / Coffee**
- 11h50 Workshop Session Two**
- D. Saudi Arabia - Market Overview**  
*Phil Dowrick*, Business Specialist, UKTI
- E. India - Establishing Joint Ventures**  
*Tony Aggarwal*, Director, Kinetic Cubed Ltd
- F. ASEAN - Case Study**  
*Brian Fretwell*, Director, Education and Government, Allocate Software Plc
- 12h35 Workshop Session Three**
- G. Turkey - Market Overview**  
*Ellis Lloyd Payne*, Business Development Director, Foreign Market Consulting Ltd
- H. Singapore & Malaysia - Market Overview**  
*Greg Evans*, Managing Director, SingCon Associates and  
*Neville Green OBE*, Chairman, The British Malaysian Society
- I. Middle East - Case Study**  
*Paul O'Neill*, Strategy Director, TQ Education and Training Ltd
- 13h20 Networking Lunch and Close**

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The premier event for East Midlands businesses interested in finding out more about opportunities in the emerging markets of India, Singapore & Malaysia, Saudi Arabia, Thailand & Vietnam, Turkey and UAE & Qatar.

Our programme offers a blend of presentations and market specific workshops including case studies from inspiring and informative speakers, one to one advice, opportunities to network and an exhibition of key partners and trade organisations.

Join us to discover the possibilities that await you in these emerging markets and access the advice that will assist you to achieve your goals.

## Guest Speakers

### Sir Roger Bone

Sir Roger Bone was appointed President of Boeing UK in September 2005. He is responsible for coordinating all Boeing business activities enterprise-wide in Britain from the Boeing UK offices in central London.

Sir Roger had a 40-year career in the British Diplomatic Service. Prior to his appointment at Boeing, Sir Roger was HM Ambassador to Brazil from 1999 to 2004 and to Sweden from 1995 to 1999. He was an Assistant Under-Secretary of State at the Foreign and Commonwealth Office in London from 1991 to 1995. Sir Roger has extensive experience negotiating on behalf of industrial interests in his overseas assignments with particular experience in the aerospace sector.



### Anjalika Bardalai

As the Economist Intelligence Unit's Senior Analyst covering South Asia, Anjalika Bardalai leads the company's political and economic analysis and forecasting for India and Pakistan, as well as for several smaller states on the sub-continent.

She is a frequent commentator on the BBC, CNN International, and CNBC and has also been quoted extensively in international newspapers. She is particularly noted for her ability to bring a sense of balance and perspective to even the most complex issues affecting a dynamic and volatile region.



## Workshop Overview

Gain an insight into some of the world's fastest growing markets in the Middle East and the Asia Pacific from our workshop experts. Each market overview will address the current trading conditions, explore the business opportunities and practical advice will be given on accessing the market and overcoming the challenges it may pose.

There is also the opportunity to learn from the experiences of local companies already successfully doing business in these markets, together with the chance to hear how to tap into the Indian market through establishing joint ventures.

# Details of Workshops

Choose one workshop from each of the three sessions available, as follows:

## Workshop Session One: 10h35 - 11h20

### A. UAE & Qatar - Market Overview

Workshop presenter Robin Lamb is Director of Trade & Government Relations at the Middle East Association (MEA) in London. He joined the MEA in 2009 after taking early retirement from the Foreign & Commonwealth Office, where his career culminated in an appointment as HM Ambassador to the Kingdom of Bahrain. Prior to that, he either worked in London dealing with the Arab world or overseas, in a series of British Embassies in Arab countries.

### B. Thailand & Vietnam - Market Overview

Joint workshop presenter Richard Gilbert has spent 5 years working in Thailand, initially setting up a Corporate Training Department for Swinburne University of Technology. He then moved onto work for grocery retail agency Market 21 as a Grocery Category Management Consultant. Richard speaks Thai to a reasonable degree, married a Thai and has visited the market regularly since his return to the UK. He also worked in China for TNS as a Grocery Analyst before returning to the UK to work as a Research Adviser on UKTI's Export Marketing Research Scheme.

Paul Smith is Chairman of Harvey Nash Outsourcing and is responsible for global outsourcing and the offshore services business. He founded Harvey Nash Outsourcing which now employs over 2,500 software developers in Vietnam and the ASEAN region. Paul recently received an award for outstanding services to Vietnam's ICT industry, an award for Export Excellence from the Vietnamese government and is an ICT Ambassador for Vietnam's software industry. Paul is a regular speaker for the Asia Task Force and works closely with UKTI to support UK business into the ASEAN region.

### C. India - Case Study

Kingsfield IT Solutions specialise in creating tailor made software packages for business to help streamline day to day business processes. The company is based in Northampton and has a development centre in India. Nitesh Ganatra, Managing Director, will explain why the company chose to set up an operation in India and how they set about establishing their centre in Mumbai in 2005.

Milind Godbole, Senior Trade and Investment Adviser from the British Trade Office in Ahmedabad, will also be present during the workshop to share his hands on experience of helping British companies take their products and services to India.

## Workshop Session Two: 11h45 - 12h30

### D. Saudi Arabia - Market Overview

Workshop presenter Phil Dowrick is the UK Trade & Investment Business Specialist for Saudi Arabia. He has significant experience in developing export success for UK businesses in the Middle East, has led a number of trade delegations and wrote and researched several market reports on countries of the region. Prior to joining UKTI, Phil spent considerable time in the Middle East working for a broad mix of corporate clients, evaluating their business options and, in several instances, establishing local representation.

# Details of Workshops (continued)

## Workshop Session Two: 11h45 - 12h30 continued

### E. India - Establishing Joint Ventures

Workshop presenter Tony Aggarwal is Director of a specialist UK business development and research house, Kinetic Cubed, which specialises in connecting clients between the developed and high growth, developing markets. Tony has almost 25 years experience of developing businesses and has over the past 15 years been involved with setting up business partnerships, mostly in emerging markets.

### F. ASEAN - Case Study

Allocate Software Plc is a leading supplier of software for the workforce management. The company operates in UK, Europe, USA, Australasia and Malaysia. Brian Fretwell, Education and Government Director, will outline the company's approach to setting up a new operation in Malaysia, how UKTI helped the company in that process and how they continue to help even though the company is established in that market.

## Workshop Session Three: 12h30 - 13h15

### G. Turkey - Market Overview

Workshop presenter Ellis Lloyd Payne is Business Development Director for Foreign Market Consulting Ltd. Operating since 1999, FM Consulting assist international companies looking to do business in or with Turkey through a range of research and business administration services. Clients range from large multi-nationals to small niche players from a wide range of industries and markets. Ellis has over 11 years experience of Turkish business and has worked with hundreds of companies from around the globe; helping them to explore opportunities and establish footholds in this exciting, challenging and potentially lucrative market.

### H. Singapore & Malaysia - Market Overview

Joint workshop presenter Greg Evans is Managing Director of SingCon Associates, a consultancy advising and assisting companies wishing to develop business in Asia via Singapore. Previously Greg was employed as Export Promoter for Singapore on behalf of the DTI from 1996 to 2000. In this capacity he assisted companies from a variety of sectors to establish a presence in this important market. He was invited to join the Singapore British Business Council and made an honorary life member of the Singapore Business Group in recognition of his contribution to UK/Singapore trade relations.

Neville Green OBE is Chairman of The British Malaysian Society, a 26 year old bilateral friendship society promoting business and investment opportunities, education and culture exchanges between the two countries. Neville, invested with a Malaysian Dato'ship in 2000, has 40 years of international banking experience overseas; including 10 years in South East Asia where he held the position of CEO at the Standard Chartered Bank Malaysia for 4 years. For the past 15 years Neville has been a frequent visitor to Malaysia, for the last 9 as Chairman of the Society. He has extensive current contact with the Malaysian establishment, both political and commercial.

### I. Middle East - Case Study

TQ runs training colleges for Defence, Oil & Gas and other sectors across the Middle East, in the UK and elsewhere. Paul O'Neill, Strategy Director, will outline TQ's journey from starting in Saudi through to running a state sponsored technical polytechnic and being invited to run more institutions around the Kingdom. He will touch on some of the challenges including business, cultural and political.

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