

# Export to Ireland: Opportunities Right on your Doorstep



NSPCC National Training Centre  
3 Gilmour Close,  
Beaumont Leys,  
Leicester LE4 1EZ

Tuesday 14 September  
7.45 am - 10.00 am

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Date: Tuesday  
14 September 2010

Venue: NSPCC National Training Centre  
3 Gilmour Close, Beaumont Leys, Leicester, LE4 1EZ

Programme	Speakers
<b>07h45 Registration and Breakfast</b>	<b>Pete McWilliams</b> is a Trade Adviser at the British Embassy in Dublin.
<b>08h30 Welcome and Introduction</b>	<ul style="list-style-type: none"><li>• Pete works across all sectors but has specific responsibility for the Aerospace and Aviation; Automotive; Biotechnology; Defence; Electronics and IT Hardware; Pharmaceuticals; Fire, Police &amp; Security sectors.</li></ul>
<b>08h40 Doing Business in Ireland</b> <i>Pete McWilliams,</i> Trade Adviser, British Embassy Dublin	<ul style="list-style-type: none"><li>• He settled in Ireland in 1994, started at the British Embassy in 2001 and has extensive experience in the Irish market.</li></ul>
<b>09h00 Opportunities in Ireland for East Midlands Businesses, including an overview of:</b> <ul style="list-style-type: none"><li>• Fashion &amp; Textiles</li><li>• Food &amp; Drink</li><li>• Healthcare</li></ul> <i>Simon McKeever,</i> Director of Trade and Investment, British Embassy Dublin	<b>Simon McKeever</b> is the Director of Trade and Investment at the British Embassy in Dublin. <ul style="list-style-type: none"><li>• Simon previously worked as a management consultant running his own small business working with SMEs and large corporations at owner/director level.</li><li>• He has 18 years of commercial experience in the Banking sector working predominantly in the sales, marketing and product development areas.</li></ul>
<b>09h20 Case Study of Success in the Irish Market</b> <i>Mel Smith,</i> Account Manager, AVEVA Solutions Ltd	<b>Mel Smith</b> is an Account Manager for AVEVA Solutions Limited. <ul style="list-style-type: none"><li>• Mel has worked within the Process Industry for over 15 years. In 1976, he started working within the engineering IT industry sector, specialising in material management and resource solutions for the Process Industry working in the UK, US and Far East.</li><li>• Mel has spent the last 5 years at AVEVA Solutions generating sales of engineering IT software and services in the domestic - Northern England and overseas - Ireland regions to the plant, power and marine industries.</li></ul>
<b>09h40 Question and Answer Session</b>	
<b>10h00 Close and Networking</b>	

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