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# Selling to International Agencies

## business opportunities in international development projects

Nottingham Racecourse  
Colwick Park  
Nottingham  
NG2 4BE

Wednesday 15 November

5.30pm - 8.00pm





# Selling to International Agencies

**Date:** Wednesday 15 November 2006  
**Venue:** Nottingham Racecourse

## Programme:

- 17h30 **Registration & refreshments**
- 18h00 **Welcome & introduction**
- 18h05 **Am I able to sell to international agencies?**
  - Why should I sell to this market
  - Am I ready?
  - Where do I fit in: consultant, contractor or supplier
- 18h20 **Where can I sell my product or service?**  
*(An interactive session on the web)*
  - How do I identify the opportunities?
  - Will they buy my product?
  - Who do I sell to?
  - How do I do it?
- 19h00 **Who can help me?**
  - Who will fund my sales?
  - Who will guide me through the agency maze?
- 19h15 **Case study**
- 19h45 **Q&A and round table Discussions**
- 20h00 **Close**

## Speakers:

**Tim Jelley MlEx** is a Senior International Trade Adviser with UK Trade and Investment (UKTI) in Leicester.

- Tim has over 20 years experience in overseas marketing, particularly in the drinks industry. He will be speaking in his capacity as the Project Associate for UKTI Aid-Funded Business Service.
- He has extensive knowledge in the area of multilateral aid, and is a consortium member of UKTI's Aid-Funded Business Service based in Birmingham.

**Nigel Peters** is a Director of British Expertise, the leading UK trade association for the promotion of professional services worldwide.

- Nigel regularly visits Brussels where he maintains high level contacts with EuropeAid, the EU's office for external aid and development programmes. He has organised a number of meetings with EuropeAid, and he also organises an annual Procurement Workshop with EuropeAid's Head of Contractual and Financial Matters.
- Nigel represents the UK on the Inter-American Development Bank's (IDB) Private Sector Liaison Network, and is a regular visitor to the European Bank for Reconstruction & Development (EBRD) and the Caribbean Development Bank (CDB). Nigel also runs a quarterly procurement workshop for British Expertise members with the UK's bilateral aid agency, the Department for International Development (DFID).
- Nigel's experience also includes working in a Business Link, being an Export Promoter for UKTI, and private sector experience in the consulting engineering and construction sectors.

He will be speaking in his capacity as project director of the UKTI Aid-Funded Business Service, where he leads on the provision of advice to those in the consultancy sector.

# Booking Details

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Current / Potential countries of interest .....

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