

**GOVERNMENT HELP FOR YOUR BUSINESS TO THRIVE IN  
TOMORROW'S ADVANCED ENGINEERING MARKET**

**12 February 2010, The Cedar Court Hotel, Wakefield**

**Programme**

08:45-09:15 Registration & refreshments

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09:15-10:15 Plenary session

- **Director, UK Trade & Investment**
  - **Keynote address and Q&A by Lord Davies of Abersoch CBE**
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10:20-11:10 Briefing Session 1

Support for UK manufacturing to compete in new and evolving markets

- **Martin Gilligan, Assistant Director, Department for Business, Innovation & Skills (TBC)**
- **Regional representative**

The business opportunities arising from the fiscal stimulus package in Brazil and how to access global value chains in China and Russia

- **Paul Calver, Global Value Chain Specialist, UK Trade & Investment**
  - **Chris Wall, Business Specialist, Brazil, UK Trade & Investment**
  - **Douglas Barnes, First Secretary/Head of China Transport and Advanced Engineering Team UKTI Beijing**
  - **Steve Truswell, Russia Market Specialist, Kinetic Cubed Ltd (TBC)**
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11:10-11:30 Coffee break

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11:30 -12.20

### Briefing Session 2

Expert help and advice to internationalise your business

- **Neil Semple, Head of Aerospace, UK Trade & Investment (TBC)**
- **Ian Burns, International Business Manager, HSBC**

Going Global – Find out how to meet up to 30 advanced engineering international buyers who are actively looking to do business with Yorkshire and Humber companies

**2x Local experts (TBC)**

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12:25-13:15

### Briefing Session 3

Practical advice on how you can diversify into Defence and Security markets.

- **Steven Thomas, Defence & Security Organisation UK Trade & Investment**

How technology networks can help UK advanced engineering stay ahead of the game.

- **Dr Robert Quarshie, Materials Knowledge Transfer Network (TBC)**
  - **Nick Clare, Programme Development Manager, Centre of Excellence for Low Carbon and Fuel Technologies (CENEX) (TBC)**
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13:20-14:30

### Networking Lunch