



IBDE Brief for Members

INTRODUCTION

International Business and Diplomatic Exchange ([IBDE](#)) is a London-based non-profit, non-political, membership organisation providing leadership in promoting international trade and investment flows, financial and professional services, energy, infrastructure and ICT sectors as well as championing commercial and trade diplomacy. IBDE delivers its services, which effectively contribute towards the strengthening of dialogue on international political, business and economic issues, through enhanced consultation and resource-sharing between businesspeople, policymakers, academics and the diplomatic communities. Bridging the gap between business and governments is the game changer for business people and diplomats today, and this is the focus of IBDE.

Through **commercial and trade diplomacy** and selected high-profile events such as investment forums, round-tables, workshops, conferences, seminars and networking opportunities, IBDE supports international business and diplomatic community in identifying key trade and investment opportunities and strategies within the international economic and political context. IBDE provides an independent, accessible platform for debate on the international business, regulatory and political issues impacting global markets.

IBDE's overarching concept, linking business, policy-making, academia and diplomacy at all levels, commits the organisation to using its influence to help both business and the diplomatic community secure new business, trade and investment opportunities. As such, IBDE has both the background and outlook to stimulate and support its members' commercial interests by offering an accessible platform to diplomatic as well as global corporate representatives from the widest spectrum of nations.

MISSION

The IBDE mission is to work in close collaboration with its partners and members to provide independent and accessible platforms for consultation and dialogue between the global business, policy-making and diplomatic communities.

VISION

IBDE's vision is to strengthen global prosperity through dialogue and resource sharing for social and economic development worldwide - becoming the platform of choice for diplomatic and global corporate representatives, providing world class reports and events and facilitating dialogue for the widest spectrum of nations.

IBDE AMBITION

It is the IBDE's ambition to steadily expand its operations and it is already committed to continue in delivering successfully its regular annual conferences, workshops and other topical events. The outcome of these events will translate into IBDE research reports. All of these challenges are coalescing to pave the way for IBDE to open its offices in Brussels and New York City. New York City is a natural choice, resembling London as a leading global financial centre and having the most influential diplomatic presence via the Headquarters of United Nations. IBDE will make use of its diplomatic networks built in London and Brussels and together with the assistance of our members and partners, IBDE will seek to extend its vision to Brussels and New York City.

IBDE WORK

Over the past 7 years IBDE has consistently received excellent feedback on its activities from its strategic partners like [City of London](#), [European Commission](#), [Foreign & Commonwealth Office](#), [UK Department for International Trade](#), major [Corporates](#) and [Diplomatic Missions](#), as well as leading academic institutions such as the [University of Oxford](#), [University College London \(UCL\)](#), and [Cass Business School](#), to name a few.

Beside its regular trade & investment promotion programmes, IBDE runs a highly successful international programme focusing on responsible banking and investment, effectively restoring resilience, trust and confidence in global financial markets. Consequently, the banking and finance forums, as part of this programme, have made an important contribution in addressing the principal regulatory changes in the banking landscape. Since the launch of the programme, in March 2013, these forums have consistently brought together senior policymakers and industry practitioners to examine the appropriate role and structure of banking supervision and regulation as well as the crucial role that the financial services industry plays in the effective financing of the so called real economy, thereby setting economic growth back on track.

IBDE is proud to be Official International Delivery Partner of the [International Festival for Business](#) - a major initiative partially-funded by HM Treasury and fully backed by the UK Government. High profile attendees at the IFB2016 included Nobel Laureates, business leaders, senior government ministers and Her Majesty The Queen.

In addition, to its regular high-level events that offer a unique opportunity to network with senior officials and executives from the worlds of business, politics and diplomacy, *IBDE has produced highly regarded Reports & its quarterly "Exchange" - The Magazine for International Business and Diplomacy - examining international business, political, regulatory and diplomatic issues impacting the world markets.*

EVENTS

IBDE organises and delivers various types of events. On average IBDE organises, annually, some 50 events ranging from large conferences to topical seminars, ambassadorial luncheons, business briefings and networking events.



IBDE selected events for 2017

- **Annual Global Economic Forum** (2016 Forum held as part of IFB2016 on 14-15 June, Liverpool, UK)
- **Annual Global Britain – IBDE’s Brexit and International Trade Conference**
- **Annual European Energy Forum**
- **Bi-annual International Banking and Finance Forum** - (the 10th IBF Forum was held as part of IFB2016)
- **Monthly Chairman’s Business Briefings** (IBDE Advisory Board & Corporate Members only)
- **Quarterly Ambassadorial Luncheons** (Corporate Members & Heads of Mission only).
- **Monthly “Meet the Ambassador of...” meetings** (Members only)
- **Quarterly Policymaker Roundtables**
- **Members will also be able to join the *IBDE Working Groups* covering key policy and geographical areas including the EU, Asia and the Americas. The aims of these working groups will be to facilitate the post-referendum policy dialogue and the ways in which IBDE can play a constructive role and support the Government, City and our Embassy and Corporate Partners.**

IBDE is a proud Official International Delivery Partner of the [International Festival for Business](#) since its launch in 2013. The second Festival, [IFB2016](#), has hosted 80 world-class conferences and 26,000 delegates from more than 100 countries across the globe in June 2016. High profile attendees included *Noble Laureates, illustrious business leaders as well as senior government ministers and Her Majesty The Queen*. IBDE is delighted to have played a key role in the successful delivery of both IFB2014 & IFB2016.

IBDE is also proud to have played an important and constructive role in the [UK’s EU Referendum debate](#) having hosted 8 seminars at Europe House debating the consequences of Brexit. Seminars have been both inclusive and thematically comprehensive in their content, having offered speakers and the audience an opportunity to explore the various viewpoints of the In/Out EU referendum debate. Given IBDE is the only organisation that covers international commercial and trade diplomacy, it will continue to play an invaluable role in the post-EU referendum policy dialogue.

FUNDING

IBDE, as a non-profit organisation, was established by its founder and founding advisors with a truly altruistic ethos in mind. Hence, the initial 3 years of IBDE operations were funded entirely by its founder whilst various events and initiatives were hosted and supported with the generous in-kind support from a number of London Embassies and corporations. *Since 2012, IBDE has been financing its operations and various programmes with the financial and in-kind support from its partners and members.*

IBDE generates income to fund its programmes and operations from a wide variety of sources including governments, private companies and individuals. It sells [membership packages](#), convenes major conferences and sells tickets and sponsorships, and occasionally bids successfully for research grants. In all dealings with potential grants, IBDE insists that it will not accept any funding that may impinge on the organisation’s independence. IBDE alone devises the agenda of its conferences, the speakers it invites at its events, the shape of its research work, the direction of its analysis and the nature of its conclusions. Almost all IBDE events are hosted by its partners and members who offer their venue and hospitality as an in-kind support whilst events’ organisational, management and delivery costs are met by corporate sponsors. This allows for IBDE to run its programme of activities very cost-effectively.



BENEFITS OF BEING AN IBDE MEMBER

IBDE is delighted to offer Corporates, SMEs, Diplomatic Missions and other Government Agencies as well as Academic Institutions, NGOs and individuals the prospect of joining an independent platform, offering unique presenting, influencing and networking opportunities and access to a broad selection of high-profile events and initiatives. IBDE prides itself on its existing prestigious platform of members and is determined to maintain its high standard as the organisation expands its membership base.

It is in IBDE's interest to stimulate and support members' commercial interests and agenda. This is achieved through an open and constructive dialogue among members' senior representatives and key stakeholders, creating opportunities for informed and sound policy-making and business opportunities. IBDE will use its influence to help its members secure new business, trade and investment opportunities.

IBDE members (subject to the level of membership) will enjoy a number of benefits including:

- Free access to IBDE conferences, seminars, meetings - *providing access to high-level network of business and wider policy-making contacts;*
- Opportunity to participate in information sharing and contribute to debates on key trade and investment issues;
- Opportunity to host IBDE meetings that are of relevance to members' policy and client engagement;
- Opportunity to work as a partner with IBDE on delivering special events
- Opportunity to provide input to IBDE programmes;
- Receive invitations to other exclusive and special events, such as Chairman's business Briefings, VIP Ambassadorial luncheons or dinners and other meetings addressed by leading figures from the public and private sectors;
- Listing as a Partner on IBDE website (with a hyperlink);
- Research Sponsorship opportunities;
- Opportunity to nominate representatives to join IBDE Working Groups; i.e. Trade and Investment Policy; Corporate and Commercial Diplomacy; Financial and Professional Services; PR and Government Affairs; Risk and Regulatory; Brexit;
- Opportunity to nominate senior directors to join the IBDE Executive and Advisory Board (when such a position is made available).

In addition, members will have an opportunity to:

- Support and shape an international network actively promoting business opportunities in the financial and professional services, energy, infrastructure, technology, innovation and security through business, corporate & **commercial diplomacy**, investment forums, seminars, policy discussion;
- Contribute to IBDE's work in restoring trust and confidence in financial services and corporate governance;
- Contribute in ensuring a sensible regulation of the global economy, debating regulatory and political issues impacting global markets;
- Broaden and strengthen their relationships with London Embassies, Policymakers in the City and Whitehall, European Commission, the Westminster and European Parliaments, as well as, industry practitioners and leading institutions;
- Take a leading role to further enhance IBDE engagement with international stakeholders through diplomatic representations and high profile policymakers and businesspeople.

BOARD OF DIRECTORS

The IBDE's principal management body is the Board of Directors comprised of senior business leaders and experts from relevant fields. The role of the Board is to manage the organisation, decide our policy and to oversee our strategic objectives, ensuring the delivery of our work programmes.

Board Directors include:

- **Rudi Guraziu**, Executive Chairman
- **Anna Anthony**, Non-Executive Director (Managing Partner, EMEIA Financial Services Tax, Ernst & Young)
- **Lesley Batchelor OBE**, Non-Executive Director (Director General, Institute of Export & International Trade)
- **Sir Thomas Harris KBE CMG**, Non-Executive Director (Vice Chairman, Standard Chartered 2004-2014)
- **Alan Houmann**, Non-Executive Director (MD & Head of EMEA Government Affairs, Citi)
- **Alfred Kovaci**, Non-Executive Director (Head of Strategic Partnerships, Bip)
- **Paul Sizeland CMG**, Non-Executive Director (Director of Economic Development, City of London, 2008-2015)



ADVISORY BOARD

The IBDE's Advisory Board is chaired by Sir Roger Gifford. The Board brings together the most senior business leaders, ambassadors, academic experts and policymakers. Its main role is to advise and support the Executive Chairman and the Board of Directors in its policies, strategies and activities, ensuring that we achieve our mission and objectives.

Advisory Board Members, among others, include:

- **Sir Roger Gifford**, Chairman of the Advisory Board, (Head of SEB UK; Lord Mayor of City of London, 2013)
- **Cyrus Ardalan**, Chairman, OakNorth Bank
- **Andy Baldwin**, Managing Partner, EMEA, EY
- **Sir Winfried Bischoff**, Chairman, J.P. Morgan Securities plc & Financial Reporting Council
- **Mark Boleat**, Chairman of Policy, City of London
- **Edward Braham**, Chairman & Senior Partner, Freshfields Bruckhaus Deringer
- **Sir Roger Carr**, Chairman, BAE Systems Plc
- **Simon Collins**, Chairman & Senior Partner, KPMG UK
- **Wim Dejonghe**, Chairman & Senior Partner, Allen & Overy
- **Sir Simon Fraser GCMG**, Managing Partner, Flint Global (Head of FCO and Diplomatic Service 2010-2015)
- **Martin Gilbert**, Chief Executive Officer, Aberdeen Asset Management
- **His Excellency Dr Ivan Grdesic**, Ambassador of the Republic of Croatia to the UK
- **Simon Levine**, Global Co-Chief Executive Officer, DLA Piper
- **Professor Marianne Lewis**, Dean, Cass Business School
- **Christian May**, Editor in Chief, City A.M.
- **Helena Morrissey CBE**, Chair, Newton Investment Management & The Investment Association
- **Saker Nusseibeh**, Chief Executive Officer, Hermes Investment Management
- **Sir Michael Rake**, Chairman, BT Group
- **Anne Richards CVO CBE**, Chief Executive Officer, M&G Investments
- **His Excellency Simon Smits**, Ambassador of the Kingdom of the Netherlands to the UK
- **David Sproul**, Senior Partner & Chief Executive, Deloitte UK
- **Max Steinberg CBE**, Chief Executive, Liverpool Vision & Chair of International Festival for Business
- **John Trundle**, Chief Executive Officer, Euroclear UK & Ireland
- **Gerald Walker**, Chief Executive Officer, UK, Ireland and Middle East, ING

SPEAKERS' PROFILES

IBDE events offer unique presenting and influencing opportunities as well as networking with the most senior policy-makers and executives from business, government and financial institutions. In addition to IBDE Advisory Board members, previous speakers at IBDE events (in alphabetical order), included:

- **Luis Alvarez**, Chief Executive Officer, Global Services, BT Group
- **James Bardrick**, Head of Citi UK and CEO of Citigroup Global Markets Limited
- **Sir Howard Bernstein**, Chief Executive, Manchester City Council
- **H.E. Georg Boomgaarden**, Ambassador of Germany to the UK (2008-2013)
- **H.E. Gordon Campbell**, High Commissioner of Canada to the UK (2011-2016)
- **Michael Cole-Fontayn**, Chairman, EMEA, The Bank of New York Mellon
- **David Craig**, President, Financial & Risk, Thomson Reuters
- **Ludovic De Montille**, Chairman UK, BNP Paribas Group
- **Kevin Ellis**, Chairman and Senior Partner, PwC
- **Rt Hon Michael Fallon MP**, UK Secretary of State for Defence
- **Dr Jurgen Friedrich**, Chief Executive Officer, Germany Trade and Invest
- **Rt Hon Chris Grayling MP**, UK Secretary of State for Transport
- **John Griffith-Jones**, Chairman, Financial Conduct Authority
- **Rt Hon the Lord Heseltine**, UK Deputy Prime Minister (1995-1997)
- **Rt Hon Patricia Hewitt**, Chair, UK-India Business Council; former UK Secretary of State for Trade & Industry
- **Ian Johnston**, Chief Executive Officer, Dubai Financial Services Authority
- **John McFarlane**, Chairman, Barclays
- **The Rt. Hon. the Lord Mayor**, Dr Andrew Parmley, City of London

IBDE LEADERSHIP



Sir Roger Gifford, Chairman, Advisory Board

Sir Roger Gifford is the UK Country Head of SEB, based in the City of London. Sir Roger was born in Scotland and educated at Sedbergh in Yorkshire, before going on to study chemistry at Trinity College, Oxford. He began his career in the financial sector at S.G. Warburg & Co before joining Enskilda Securities, then a subsidiary of SEB, in 1982. Prior to his appointment as Head of SEB London in 2000, Sir Roger headed the bank's operations for 6 years in Japan. He has worked in the primary debt and equity capital markets most of his career.

Sir Roger is Vice Chairman and a past Chairman of the Association of Foreign Banks in London, President of the Bank Workers Charity and the Chairman of the City of London 2016 Green Finance Initiative. He is also a Non-Executive Director of Multrees Investor Services, a fast-growing financial intermediary in the wealth management industry. Sir Roger's interests in music and the arts are reflected in his voluntary work as a trustee of several charitable foundations as well as a patron for the financial literacy charity MyBnk. He is Chairman of the English Chamber Orchestra, Tenebrae Choir and the City Music Foundation and is a trustee of St Pauls Cathedral Foundation and the Barbican Centre Trust. He is a strong supporter of the City's contribution to the economic, cultural and social fabric of the UK.

Sir Roger was Lord Mayor of the City of London in 2013 and was knighted in the 2014 New Year Honours for services to international business, culture and the City.



Rudi Guraziu, Executive Chairman

Rudi Guraziu is Chairman and Chief Executive of the International Business and Diplomatic Exchange (IBDE), leading the IBDE's overall strategy development, fundraising and relationship with key stakeholders. He is supported by the IBDE's Management Board and the Advisory Board comprised of senior policymakers, ambassadors, businesspeople and experts from relevant fields. Rudi is a Visiting Professor at the LAD, University of Stirling, where he teaches International Business Diplomacy, and International Political Economy and Trade.

Rudi spent the 1990s as a principal of a large pharmaceutical business. Before founding IBDE, he initiated the establishment of the Centre for Business and Parliamentary Dialogue, offering his experience and expertise pro bono in emulating the Industry and Parliament Trust concept internationally. For much of that time he has worked with different parliaments particularly in the relationship between legislative bodies and economic operators.

For many years, Rudi has been actively engaged with senior policy-makers, business leaders and diplomats as an expert on international affairs, including as an external expert at the Foreign and Commonwealth Office high-level "policy challenge" sessions. Rudi's expertise covers international affairs with a particular focus on strategic policy, financial services, energy security, political risk, public policy, international business and trade as well as economic, corporate & commercial diplomacy. His research interests are in exploring the impact of international events and turning crises into opportunities.

Rudi serves on the advisory boards of a number of companies. He is member of the International Steering Board at the International Festival for Business, and has played a key role since its launch in 2013 both in his personal capacity as member of the International Steering Board and through IBDE having hosted a number of high-level international events, exploring international banking and finance, and global trade & investment promotion.

Rudi is an accomplished public speaker, with wide experience in speaking at conferences and round-tables, large and small, in the United Kingdom and abroad. He has built up over the past years significant expertise in expert speech-writing having conducted and coordinated annually more than 100 CEO/Chairman level conference presentations.

Contact:

International Business and Diplomatic Exchange

1 Northumberland Avenue, London WC2N 5BW, United Kingdom

Tel: +44 (0) 20 7193 1485 - Email: info@ibde.org - Website: www.ibde.org