

**PROGRAMME\* - GLOBAL ECONOMIC FORUM, 16-18 JUNE 2014, CROWNE PLAZA, LIVERPOOL UK**
**DAY ONE – Monday, 16 June 2014**
**08:30 Registration, networking and refreshments**
**09:30 Opening of the Forum**

**Rudi Guraziu**, Chief Executive, IBDE  
**Joe Anderson** OBE, Mayor of Liverpool

**09:45 Session One: Setting the global economy back on track for growth and jobs**

Chair: **Rudi Guraziu**, Chief Executive, IBDE  
**Mark Cliffe**, Group Chief Economist, ING Group  
**James Stewart**, Global Chairman, Infrastructure, KPMG

Q &amp; A Session

**10:30 Session Two: Going Global - what do exporters and companies need to know? Topics under discussion will include identifying new markets, obstacles faced in terms of obtaining funding; how can trade and export finance drive international growth, highlighting government initiatives and sharing business experiences on the ground.**

Chair: **Mark Runiewicz**, Chief Executive Officer, Trade & Export Finance Limited  
**Lesley Batchelor**, Director General, Institute of Export & International Trade  
**John Carroll**, Managing Director of International, Santander

Q &amp; A Session

**11:00 Networking and coffee break**
**11:30 Britain is Open for Business (Sponsored by the Welsh Government)**

Chair: **Simon Allport**, Managing Partner, North Region, EY  
**Sir Howard Bernstein**, Chief Executive, Manchester City Council  
**Lord Storey CBE**, Co-Chair of the Liberal Democrats PPC on Education  
**John Allan**, Chairman, Federation of Small Businesses  
**Robert Lloyd Griffiths**, Director, Wales, Institute of Directors  
**Max Steinberg CBE**, Chair of IFB 2014, Chief Executive, Liverpool Vision

Q &amp; A Session

**13:00 Networking lunch**
**14:00 Panel on China and India: Chinese industry evolution, currency reforms and its significance. China's effect on the growth amongst neighbours and selected frontier markets and business opportunities in China. India's potentials in key commodities and resources and the likelihood of reforms to unlock that potential. Business opportunities in key sectors.**

Chair: **Stephen Kon**, Senior Partner and Deputy Chairman, King & Wood Mallesons SJ Berwin  
**Sir Thomas Harris**, Vice Chairman, Asia, Standard Chartered Bank  
**Simon Galpin**, Director General, Invest Hong Kong  
**Rongrong Huo**, Head of RMB Business Development, Global Banking & Markets, HSBC  
**Peter Budd**, Global Aviation Business Leader, Arup Group

Q &amp; A Session

**15:30 Networking Coffee Break**

**16:00 Panel on Middle East & Africa:** Main growth areas and potential rapid change. Challenges and opportunities in doing business in MENA area. What opportunities for UK business and exports?

Chair: **Sheikh Bilal Khan**, UK Catalyst, UK Trade & Investment

**Kevin Ellis**, Managing Partner, PwC

**Livio Bettoschi**, Managing Partner, UK & New Markets, Business Integration Partners - Bip.

**Crawford Burden**, Head of Transport Transaction Due Diligence, Arup Group

Q & A Session

**16:40 Concluding Remarks for Day One**

**Courtney Fingar**, Editor-in-chief, fDi Magazine, Financial Times Group

**DAY TWO – Tuesday, 17 June 2014**
**08:30 Registration, networking and refreshments**
**09:30 Summary of day one and introduction of day two**

**Rudi Guraziu**, Chief Executive, IBDE

**09:45 Keynote Statement**

**HE Nikola Gruevski**, Prime Minister of the Republic of Macedonia

**10:00 Panel on Europe:** Growth in emerging and frontier markets and its impact in Europe. What business opportunities are there as a result of the recent euro-zone crisis? Opportunities and challenges in emerging Europe, including the Balkans. The impact of the Ukraine crisis on European FDI and European energy security.

Chair: **Paul Taylor**, Regional Director, UK Trade & Investment

**HE Zoran Stavreski**, Deputy Prime Minister & Minister of Finance, Republic of Macedonia

**Jürgen Maier**, Managing Director, UK & Ireland Industry Sector, Siemens

**David Thomas MBE**, Chairman, COBCOE

Q & A Session

**11:00 Networking and coffee break**

**11:30 Macedonian Investment Forum (Multi-Sector):** Exploring business and investment opportunities in the Republic of Macedonia. What opportunities for British and international business?

Chair: **Courtney Fingar**, Editor-in-chief, fDi Magazine, Financial Times Group

**HE Nikola Gruevski**, Prime Minister, Republic of Macedonia

**HE Zoran Stavreski**, Deputy Prime Minister and Minister of Finance, Republic of Macedonia

**Viktor Mizo**, Chief Executive Officer, Free Zones Authority, Republic of Macedonia

Q & A Session

**13:00 Networking lunch**

**14:00 Panel on the USA and Latin America:** Examining the main drivers of future jobs and growth as well as challenges that America faces in achieving targeted growth. What opportunities for British and international business in the US and Latin America.

Chair: **Rudi Guraziu**, Chief Executive, IBDE

**Luis Alvarez**, Chief Executive Officer, BT Global Services

**John Breidenstine**, Minister Counselor for Commercial Affairs, United States Embassy, London

Q & A Session

**15:00 Panel on EU-US Transatlantic Trade and Investment Partnership (TTIP)**

Chair: **Courtney Fingar**, Editor-in-chief, fDi Magazine, FT Group

**William Bell Sr.** Mayor of the City of Birmingham, Alabama, United States

**The Rt Hon John Healey MP**, Chairman of APPG on EU-US Trade and Investment

**Mike Pullen**, Partner, Head of International Trade, DLA Piper

Q & A Session

**16:00 Networking coffee break**

**16:30 Challenges in doing business internationally:** This session will focus on the challenges facing States and investors against investment claims and exploring ways in dealing with foreign investors once diplomacy fails.

Chair: **Rudi Guraziu**, Chief Executive, IBDE

**The Rt Hon The Lord Heseltine CH**, UK Deputy Prime Minister (1995-1997)

**Dr Sebastian Seelmann-Eggebert**, Global Chairman, International Arbitration, Latham & Watkins

**17:30 Concluding remarks**

**Sir Michael Rake**, Chairman, BT Group

**17:50 End of the Forum**
**DAY THREE – Wednesday, 18 June 2014 - B2B Meetings only**

To maximize on the opportunity of meetings with international partners you were looking for, we have reserved day three for one-to-one meetings. The Festival website offers a powerful 'meetings scheduler' tool free of charge that will enable you to arrange meetings with other participants at an offsite location (to be agreed and arranged between both parties). Participants are welcome to use our networking facilities at the Headquarters of the Festival for such meetings.

All IBDE delegates are encouraged to register "free of charge" for the Festival Badge Delegate which will give you free access to the Festival's networking facilities located at the IFB HUB, 1 Mann Island, Liverpool L3 1BP.

**\*Programme correct at the time it was sent to print.**

## SPEAKERS



**Joe Anderson OBE, Mayor of Liverpool**

Joe began his career in the Merchant Navy and later P&O Ferries, spending 12 years at sea. His subsequent career brought Joe back to Liverpool, where he studied for a degree in social work at Liverpool John Moores University, and then went on to become a social worker for Sefton Council in 1992. He moved into education welfare and was appointed to lead a social inclusion unit for young people with behavioural and emotional difficulties. Joe also studied Labour History at Liverpool University. Joe was elected to Liverpool City Council for the Abercomby ward (now Riverside) in Liverpool in 1998, the place where he grew up. He became Leader of the Labour Group on the council three years later, and following the 2010 election became Leader of the Council. In May 2012, Joe stood as the Labour Party candidate in the first-ever direct elections for the citywide Mayor of Liverpool. He won on the first ballot with a majority of 50,000 votes, securing almost 60 per cent of all votes cast. He ardently believes Liverpool's best days lie ahead as a leading world-class city.



**H.E. Nikola Gruevski, Prime Minister of the Republic of Macedonia**

Nikola Gruevski, M.Sc., was born on 31 August 1970 in Skopje, the Republic of Macedonia. He graduated from the Faculty of Economics at St. Clement Ohridski University in Bitola in 1996, whereas in December 2006 he acquired the title of Master of Science in Economics from the Faculty of Economics at Ss Cyril and Methodius University in Skopje. In his varied professional career, he performed numerous functions, such as Minister of Trade, Minister of Finance in the Government of the Republic of Macedonia, Advisor to the Minister of Finance of the Republic of Serbia within a USAID Project and a Member of the Macedonian Parliament. Since May 2003 he has been President of VMRO-DPMNE and from the time of August 2006 he has served as President of the Government of the Republic of Macedonia. He has a strong faith in God and is guided by the ideal of constant and truly dedicated work for the wellbeing and prosperity of his country.



**The Rt Hon The Lord Heseltine CH, UK Deputy Prime Minister (1995 -1997)**

Lord Heseltine was a Member of Parliament in Britain from 1966 to 2001. He was a Cabinet Minister in various departments between 1979 and 1986 and between 1990 and 1997. He was Deputy Prime Minister from 1995 to 1997. He is founder and Chairman of the Haymarket Group, one of the largest privately owned media companies in the UK. Lord Heseltine has recently been appointed by the government to support negotiations for Local Growth Deals with Local Enterprise Partnerships. He is also chair of the Independent Advisory Panel for the Regional Growth Fund providing advice to Ministers on the quality of bids. In October 2012 he published No Stone Unturned in Pursuit of Growth, an independent review into how the public and private sectors in the UK work together to create wealth. Further to this publication he was invited by the Prime Minister to head up a project in Birmingham to pilot his proposals. He has written books on Europe and his political autobiography, Life in the Jungle and has begun writing a book on urban regeneration, Building Blocks. Lord Heseltine is an enthusiastic gardener and has created an arboretum for over 3000 different trees and shrubs.



**Sir Michael Rake, Chairman, BT Group**

Sir Michael Rake is chairman of BT Group plc as well as deputy chairman of Barclays PLC, a director of McGraw Hill Financial and chairman of Majid Al Futtaim Holdings LLC. Mike is president of the Confederation of British Industry, and is a member of the prime minister's Business Advisory Group. Mike is also vice president and chairman of Governors of Wellington College, is chairman of the Henley Festival, a vice president of the RNIB, a member of the Board of the TransAtlantic Business Council, a trustee of the Prince of Wales' Charitable Foundation, a member of the Advisory Council for Business for New Europe, senior adviser for Chatham House, member of the International Baccalaureate Advisory Group and on the Global Advisory Board of the Oxford University Centre for Corporate Reputation. Mike is also a William Pitt Fellow at Pembroke College, Cambridge, a City & Guilds Fellow and a Patron of the Science Museum. He was chairman of the private equity oversight group the Guidelines Monitoring Committee from 2008 to 2013; chairman of easyJet plc from 2010-2013; the first chairman of the UK Commission for Employment and Skills from 2007 to 2010. He was a director of the Financial Reporting Council from 2008 to 2011 and Chairman of Business in the Community from 2004-2007. Mike was a member of the National Security Forum for 2009/2010 and a member of the board of the Prince of Wales International Business Leaders Forum from 1998 to 2007. From May 2002 to September 2007 Sir Michael Rake was Chairman of KPMG International. Prior to his appointment as Chairman of KPMG International he was chairman of KPMG in Europe and senior partner of KPMG in the UK. He joined KPMG in 1974 and worked in Continental Europe before transferring to the Middle East to run the practice for three years in 1986. He transferred to London in 1989, became a member of the UK Board in 1991, and was elected UK Senior Partner in 1998. Mike was knighted in 2007. In 2011 he received the British American Business UK Transatlantic Business Award in recognition of outstanding business leadership. In 2013 Mike received the Channing Award for Corporate Citizenship, was voted the FTSE 100 non-executive director of the year and received the ICAEW outstanding achievement award.


**Luis Alvarez, Chief Executive Officer, BT Global Services**

Luis Álvarez was appointed CEO of BT Global Services on 1 October 2012. Before his appointment, Luis had been president of the European, Middle East, Africa and Latin American operations of BT from 2007. In this role, he led an organisation of around 15,000 people, serving some of BT's most significant European and global customers, including BMW, Media Saturn, Mediaset, Repsol, Caixa Galicia, NATO, the European Parliament, Ecopetrol, Compartel, Correios and many others. He also led BT's Global Telecom Markets (GTM), in charge of business with carriers and operators outside the UK, and BT Advise, the professional services division, delivering consulting, systems integration and managed services around the world. He directed BT's growth acceleration programmes for Latin America, announced in October 2011, and for the Middle East & Africa, announced in February 2012. Luis joined BT in April 1999 as multimedia and internet director, responsible for the scoping and development of BT's internet services. From January 2001, Luis managed BT's Spanish and Portuguese, and later Latin American, operations as country manager, where he oversaw a period of significant business growth. Luis holds a telecommunications engineering degree from UPM, Madrid. He complemented his education at ESADE, IMD and Tuck University. Luis is passionate about BT's work in the area of sustainability and has sponsored a number of highly regarded Corporate Social Responsibility initiatives in Spain, Brazil and Colombia.


**John Allan, National Chairman, Federation of Small Businesses**

John Allan is a former FSB recruiter who has been a grassroots activist for 17 years. He is a Director of the reconstituted British East India Company Ltd involved in oil expediting, steel making and whisky bottling. Among his many previous roles, John has been both Chairman and Chief Executive of the Wirral Chamber of Commerce, a board member of the Merseyside Chamber and its representative on the organisation's National Council. John served three terms as Chairman of Merseyside, West Cheshire and Wigan FSB Region and upon his appointment as National Chairman stood down to become Regional Vice Chairman. He served as National Vice Chairman for the past 12 months. John is an Ambassador for International Festival for Business 2014.


**Simon Allport, Managing Partner, North Region, EY**

Simon is Managing Partner of EY in the North including Scotland. He is based in Manchester and has over 15 years experience as a restructuring partner in the North West. Nationally, EY has over 13,000 people and revenues of around £2bn in the UK. Simon is a member of the CBI's Regional Council in the North West and an active member of the North West Business Leadership Team, an independent group of influential business leaders who work together to promote the long-term well-being of the region. Simon is also Chairman of Business Finance Solutions which is Government backed and provides alternative business finance to Entrepreneurs who wish to start & grow their businesses.


**Lesley Batchelor, Director General, Institute of Export**

A champion of UK exporters, Lesley Batchelor has helped hundreds of SMEs to maximise their involvement in international markets. Lesley is a graduate of both the Institute of Qualifications and the Chartered Institute of Marketing, has studied as an intellectual property auditor and has amassed additional expertise in global licensing and marketing. After a three year elected tenure as chair and CEO, Lesley was appointed Director General of the Institute of Export in 2010 – shaping policy and decision making at the highest levels. Lesley spent over 15 years working with blue-chip giants including Fujitsu Europe, Canon, Ciba-Geigy Pharmaceuticals and Coca-Cola Europe, before setting up her own strategy and training company, CMC Marketing in 1992 which develops strategies and training programmes for the SME market.


**Hon. William A. Bell Sr., Mayor of the City of Birmingham, Alabama, United States**

Honorable William A. Bell, Sr. was sworn in for his second term on Tuesday, October 22, 2013 as the 33rd Mayor of the City of Birmingham. As the Mayor of the City of Birmingham, Mayor Bell has overseen more than a billion dollars in economic development for the City including a new entertainment district, new baseball stadium and the expansion of the Shuttlesworth International Airport. National Geographic this year called this growth and development "the renaissance of Birmingham." During 2013, the Mayor has devoted himself to telling the story of Birmingham as the cradle of the Civil Rights movement by designating the entire year to Birmingham: The Movement that changed the world. It has been 50 years since the tragic bombing of the 16th Street Baptist church that killed the 4 little girls and led to the public outcry that ended segregation. Mayor Bell has led the City in embracing its past and building its future. As one of the longest serving public officials in the City of Birmingham, Councilor Bell was instrumental in implementing the council consent agenda, which allowed the Council to approve with one vote any item that was non-controversial. Mayor Bell is a graduate of the University of Alabama at Birmingham where he received his Master's Degree in Psychology and Guidance Counseling. He also holds a Doctorate in Jurisprudence from Miles Law School. Mayor Bell has extensive professional experience in community and economic development in both the public and private sectors.



**Sir Howard Bernstein, Chief Executive, Manchester City Council**

Sir Howard Bernstein joined the City Council as a Junior Clerk and became its Chief Executive in 1998. Following the terrorist bombing of the city centre in 1996 he was appointed Chief Executive of Manchester Millennium Ltd, overseeing the rebuilding of the City. He is known for his business acumen; for forging partnerships with the City's key players; and for successfully attracting millions of pounds into the City. He played a key role in the regeneration of Hulme and continues to play a key role in area regeneration initiatives, most recently in East Manchester. Other key major projects include the Bridgewater Hall, the Velodrome, the Arena, Manchester Central/the International Convention Centre, City of Manchester Stadium and Sportcity Complex, the City Art Gallery. Sir Howard was instrumental in securing Manchester as Host City for the XVII Commonwealth Games in 2002. He has been Clerk to Greater Manchester Passenger Transport Authority (now GMITC) since the mid 1980s where he has taken a leading role in introducing metrolink, the first UK on-street public transport system. He was involved in the establishment of Manchester Airport as a plc in the mid-1980's and has driven the expansion of the company into the next stage of commercial and physical development. Sir Howard has been involved in several external appointments and is currently Non-Executive Chair of Manchester Academic Health Science Centre and Deputy Chair of the HS2 Growth Task Force. Sir Howard was knighted for his services to Manchester in 2003.



**Livio Bettoschi, Managing Partner, UK and New Markets, Business Integration Partners (Bip.)**

Livio Bettoschi is a Senior Partner at Bip (Business Integration Partners). With more than 15 years of experience he has developed extensive experience in managing large international transformation programmes, working both at Business and Technology level, within the Telco & Media, Energy & Utilities, Manufacturing and Healthcare industries. Given his extensive international experience and network, from 2011 Livio is the Head of Bip UK office and responsible for new markets.



**Peter Budd, Global Aviation Business Leader, Arup**

Peter Budd is Leader of Arup's global airport business, a Director of Ove Arup & Partners Ltd and Chairman of Arup Scotland. Peter has extensive experience of working in China since undertaking projects in Shanghai and Dalian in the early 1980s. Peter has kept close links with the country ever since, working extensively with Arup offices in Beijing, Chongqing, Shanghai, Guangzhou, Macau, Shenzhen, Tianjin, Wuhan and Hong Kong. In recent years he has been closely involved with projects including, Terminal 3 at Beijing Capital International Airport and the new airport at Kunming and various aerotropolis developments. Peter is also Vice Chairman of the China-Britain Business Council (CBBC), as well as being a Fellow of the 48 Group Club. In addition, he is a member of the University Court of the University of Edinburgh.



**Crawford Burden – Head of Transport Transaction Due Diligence, Arup**

Crawford leads Arup's transport due diligence team. He is a transaction advice, business planning and business strategy professional with 16 years City and industry experience across a variety of disciplines within the transport sector. He has provided transaction advice to investors and bidders across Africa, Europe, Asia and the Americas. Crawford has a good understanding of multi-modal issues surrounding transport assets. Through his previous roles with Avia Solutions and as the Head of Business Information and Group Business Planning at Manchester Airport Group (MAG) Crawford developed a strong aptitude for understanding the key drivers of a business, their strengths and weaknesses, and identifying potential improvement and change strategies. Crawford has extensive experience of working on infrastructure financing projects in Africa, including transaction advisor on the Lekki airport PPP, Nigeria, lenders technical advisor on the Lekki port PPP, Nigeria, technical advisor to the Luanda government on the appraisal of the new Luanda international airport project, and feasibility advisor on the development of a greenfield port in the Bayelsa region of Nigeria. In the Middle East and Turkey Crawford has worked on a number of aviation related transaction mandates.



**John Carroll, Managing Director of International, Santander**

Following the strategic International Business Unit created at Group level, Santander UK has created their own International division. This area services both the SME client base and Corporate Banking clients. The creation of Santander UK's new International platform involves both a major deployment of resources and a fundamental change in the way international services are delivered to our clients. A native Australian, John has a specialist Masters in International Economics. Throughout his 17 years with the Group, he's been involved in the International sphere, having held a diverse range of senior roles for Santander across the Markets, International Payments and Trade space, and having had extensive experience in the Asian, Latin American, European and the Middle East markets. John is very well positioned for this new role after successfully building growth businesses and most recently as Head of the Financial Institutions Group (FIG) in Santander UK where he and his team significantly grew the FIG franchise in the last three years.


**John D. Breidenstine, Minister Counselor for Commercial Affairs, United States Embassy in the UK**

John Breidenstine took up his duties as the Minister Counselor for Commercial Affairs at the U.S. Embassy in London in August 2011 and is a member of the Board of Directors of BritishAmerican Business. Before arriving in the United Kingdom, John served as: U.S. Consul General in Hermosillo, Mexico (2008-2011); U.S. Department of Commerce Regional Director for all Commercial Service operations in Europe and Eurasia (2006-2008); and, Commercial Counselor at the U.S. Embassy in Mexico City (2003-2006). Prior to a 2002 reconstruction-related assignment at the U.S. Embassy in Kabul, Afghanistan, John served for 5 years as the Commercial Counselor in Ankara, Turkey (1997-2002). Before establishing Commercial Service operations in Tashkent, Uzbekistan (1994-1997), he served U.S. Embassy in Kuwait (1991-1993) in support of the country's reconstruction and re-supply efforts following the end of the Gulf War and began his career in 1990 as a Commercial Officer at the U.S. Consulate General in Munich, Germany.


**Mark Cliffe, Group Chief Economist, ING Group**

Mark Cliffe is ING Group's Chief Economist. He graduated with an MA in Economics from Christ's College, Cambridge. He is responsible for a global research team in 12 offices around the world, servicing institutional and corporate customers with research on macro-economics, fixed income, equities and FX, money market and derivative products. Mark travels extensively advising corporate and institutional ING customers worldwide. He is noted for his incisive writing on economic and financial issues. Over the past 25 years Mark has become well-known in the international media, making frequent TV appearances on international channels such as CNBC and Bloomberg. Prior to his career at ING he worked as Chief International Economist for HSBC Markets, Nomura Research Institute and ANZ Merchant Bank. Mark resides in London and works alternately in London and Amsterdam.


**Kevin Ellis, Managing Partner, PwC**

Kevin Ellis is Managing Partner of the UK firm of PwC. As Managing Partner, Kevin currently sits on the UK Executive Board of the Firm. Kevin joined the Board in 2008 to lead the Advisory businesses, having previously spent his career in Business Restructuring. Kevin has specialised in providing turnaround and crisis management support to businesses in the public and private sectors for over 20 years. He is a qualified Chartered Accountant (ICAEW) and graduated in Industrial Economics from Nottingham University. He joined the firm in 1984 and became a Partner in 1996.


**Courtney Fingar, Editor-in-chief, fDi Magazine**

Courtney Fingar, is editor-in-chief of Foreign Direct Investment (fDi) magazine, joined the Financial Times group in November 2004 and oversees all elements of editorial content for the magazine. She previously served as editor of Trade & Forfeiting Review, a monthly magazine produced by the Ark Group in London focusing on trade, export and commodities finance. Prior to relocating to the United Kingdom in 2001, she worked in Washington, DC, first for the National Journal Group as a writer for an environmental news service and later for Trade Communications International as a reporter and editor for Global Business magazine, a 90,000-circulation monthly that reported on international trade and investment for a US executive audience. She is a regular panelist, speaker and moderator at key international economic events, and also has appeared on television and radio in many parts of the world as a commentator on international investment.


**Simon Galpin, Director-General, Invest Hong Kong**

Simon Galpin is the Director-General of Investment Promotion at Invest Hong Kong (InvestHK), the Government Department responsible for attracting and facilitating foreign direct investment into Hong Kong. Mr Galpin joined InvestHK as Associate Director-General of Investment Promotion in 2001, soon after the establishment of the Department. His contribution in shaping the strategy and business planning process has helped establish InvestHK as one of the world's leading investment promotion agencies. With senior management experience in both the private and public sectors, Mr Galpin's work experience combines international marketing, economic development and investment promotion. Prior to joining InvestHK, Mr Galpin spent ten years as the Head of Asia Pacific with Scottish Enterprise – at that time Europe's largest economic development agency. He was initially posted to Hong Kong in 1992 but also worked in Glasgow, Taipei, Sydney and London. Mr Galpin holds a Master of Business Administration degree from the Sheffield University Management School, a Master of Science degree from the University of Glasgow and a Master of Law (International Business Law) degree from the University of London.


**Sir Thomas Harris, Vice Chairman, Asia, Standard Chartered Bank**

Sir Thomas Harris has been a Vice Chairman in Standard Chartered Bank since 2004. Standard Chartered has a history of over 150 years in banking and operates in many of the world's fastest-growing markets with an extensive global network in over 75 countries. He is Chairman of the European Services Forum in Brussels and a non-executive director of Standard Chartered Bank (Korea), the UK India Business Council and the Trade Policy Panel of the British Bankers Association. He also serves as a Director of TheCityUK and is a member of the International Advisory Board of British American Business. He previously served in the British Diplomatic Service where he was the UK's Director General for Trade and Investment in the USA and British Consul General in New York from 1999 to 2004. He has also served overseas in Tokyo, Washington DC, Lagos, Nigeria and Korea where he was British Ambassador from 1993 to 1997. In London he held various appointments in the Foreign and Commonwealth Office, the Cabinet Office and the Department of Trade and Industry where between 1997 and 1999 he was Director General for Export Promotion, responsible for the UK overseas trade promotion programmes.


**The Rt Hon John Healey MP, Chair, APPG on EU-US Trade and Investment**

John has held ministerial posts in the Treasury, Department for Education and Skills and Department for Communities and Local Government. He joined the Cabinet in June 2009 as Housing Minister and after the May 2010 general election served as Shadow Housing and Planning Minister then Shadow Health Secretary. John became an MP in 1997 and represents Wentworth & Dearne in South Yorkshire. Before that he worked in the voluntary sector with the Royal National Institute for the Deaf, the Royal Association for Disability and Rehabilitation and MIND, campaigning to improve rights and services for disabled people. He has been Campaigns Director for the TUC and a part-time tutor at the Open University's Business School.


**Rongrong Huo, Head of RMB Business Development, Europe, Global Banking & Markets, HSBC**

Rongrong Huo is responsible for shaping RMB strategy and driving client execution across HSBC's Global Capital Financing, Global Markets, Global Banking and Private Banking businesses. Within this role, Ms Huo is accountable for driving Global Banking and Markets' overall RMB internationalisation strategy, product innovation and business development across Europe, Middle East and Africa. During the past seven years with HSBC, Ms Huo has worked within a number of global businesses lines, and has a diverse range of experiences from front-line relationship management to global strategy work. Prior to Ms Huo's current role, she worked within HSBC's Global Markets division as the Head for RMB Europe business and before that, the Corporate Banking business. Ms Huo led a number of Group initiatives to increase cross border revenue growth in UK corporate banking and increased the collaboration between the global corporate banking and global banking and markets divisions. Ms Huo holds an MBA from Cass Business School in London. Ms Huo was born in Mainland China and studied at universities both there and in the UK.


**Sheikh Bilal Khan, UK Catalyst, UK Trade & Investment**

Sheikh Bilal is a member of UK Catalyst at the UK Trade & Investment (UKTI), a UK Government initiative which was launched with 100 influential business leaders to promote UK excellence internationally. As a UK Catalyst, he is involved in various projects including participating and speaking at international conferences; contributing as member of The Lord Mayor's Infrastructure Forum at The Mansion House; judging on the UKTI Sirius Programme for entrepreneurs from around the globe; and being part of trade and diplomatic missions. Sheikh Bilal is an award-winning Shari'ah Scholar and Co-Chairman of Dome Advisory, a consultancy practice based in London which specialises in assisting corporates and other financial institutions on cross-border investments and joint-venture arrangements. Sheikh Bilal was invited to speak on two panels at the 9th World Islamic Economic Forum hosted in London by Rt. Hon Prime Minister David Cameron, which brought together Heads of States and business leaders from across the world. Sheikh Bilal is extremely passionate about mentoring and coaching budding entrepreneurs which has led him to feature in the brand new David Carter TV series 'Attitude Determines Altitude' where 20 inspirational London-based leaders were interviewed.


**Stephen Kon, Senior Partner, King & Wood Mallesons SJ Berwin**

Stephen Kon is the Senior Partner of King & Wood Mallesons SJ Berwin and also Deputy Chairman of the King & Wood Mallesons network. He chairs the King & Wood Mallesons SJ Berwin Partnership Board, is a member of the International Management Committee and represents the firm to all its stakeholders in all its markets around the world. Formerly head of the firm's market-leading EU, Competition & Regulatory department, Stephen is listed in the Chambers Legal directory as a "star individual" in his field and is "one of the pre-eminent competition lawyers in Europe". He has very wide experience advising clients in some of the largest and highest profile competition matters, contentious and non-contentious, at the EU and the domestic level. He has worked on numerous leading cases before the European Court and represented clients in many of the best

known large transactions of recent years. A skilled advocate, Stephen has higher rights of audience in all courts in the UK, based on his experience of representing clients before courts and tribunals in contentious EU/competition matters. A leader who 'lives and breathes the law' (Chambers UK), Stephen has written widely on legal issues and formerly lectured at the School of European Studies at Sussex University. He was also a visiting lecturer at the Law Faculty at Oxford University. Stephen is a qualified Solicitor in England & Wales and, in addition to English, speaks fluent French.



**Robert Lloyd Griffiths, Regional Director, Wales, Institute of Directors**

Robert Lloyd Griffiths has been the Director of the Institute of Directors, Wales, since 2009. In this role, he is responsible for representing the interests of members in Wales; the implementation of IoD policies, standards and initiatives; the promotion of the profile of the IoD; engagement with business across Wales; developing and maintaining productive relationships with Government, academia, the media and other key stakeholders. He chaired the Welsh Government's Micro Business Task and Finish Group and now chairs the Welsh Government's Strategic Board overseeing Business Support in Wales. He is currently conducting a review for the Welsh Government Minister for Economy, Science and Transport, Mrs Edwina Hart MBE, CStJ, AM, of how best to align business support with access to finance advice. He is a member of the Wales Council for Economic Renewal chaired by The First Minister. Robert is also the Wales Autism Employment Ambassador, raising the profile of those with ASD (Autistic Spectrum Disorder) in the workplace, and highlighting the benefits that businesses can achieve by employing those with ASD.



**Juergen Maier, Managing Director, UK & Ireland Industry Sector, Siemens**

Juergen Maier is a member of the Siemens UK Executive Management Board and the Managing Director of Siemens UK and Ireland Industry Sector, a leading global supplier of industrial plant and software, manufacturing automation and drive technologies to industrial customers across the UK. In the UK this activity represents a business volume of around £500 million and employs around 2,000 people. Prior to taking up this role in October 2008, Juergen held a number of senior roles within Siemens in the UK and Germany including two Divisional Managing Director roles and Manufacturing Director of the award winning Drives Factory in Congleton, Cheshire. Juergen joined Siemens in 1986 after obtaining a BSc in production engineering from Nottingham Trent University, on a Siemens sponsored graduate programme.



**Viktor Mizo, Chief Executive Officer, Free Zones Authority, Republic of Macedonia**

Viktor Mizo has been the Chief Executive of the Macedonian Free Zones Authority since 2011, prior to which he was in charge of Invest Macedonia for more than four years. In his current role he is responsible for numerous greenfield investment projects by multinational companies that have located their production or service operations in Macedonia in the automotive, electronics, IT, agriculture, tourism/ hospitality and real estate sectors. These investments are worth more than \$500m and will create more than 6,000 jobs. The Macedonian Free Zones are ranked among the top 50 free zones in the world by fDi Magazine. Mr Mizo started his career as a design engineer and a member of the Technical Leadership Program at General Electric where he worked on locomotive design that culminated in a Black Belt position in the Six Sigma quality initiative. He subsequently worked as a consultant in McKinsey's New York office concentrating on technology and financial services. He co-founded a technology company that specialised in digital file distribution for 3G mobile phones in Japan and also participated in the founding and management of an internet start-up in the media and entertainment sector in London and New York. Mr Mizo graduated summa cum laude in Mechanical Engineering at the Rochester Institute of Technology where he also received his Masters Degree in Mechanical Engineering. He holds an MBA degree from the Harvard Business School.



**Mike Pullen, Partner, Head of International Trade, DLA Piper**

Mike is Head of international trade and a partner in Competition at DLA Piper and specialises in European Union (EU) competition law and regulation. He has particular expertise in contentious competition law including cartels and civil and criminal competition law investigations. Mike is also regarded by the European Commission as a leading expert in Data Protection. Mike has wide ranging experience in dealing with EU regulation of competition, e-commerce equipment and services and has advised a number of Eastern European Governments on their accession to the EU. His views have been sought by institutions internationally including 10 Downing Street Policy Unit, the Department of Trade and Industry, the Minister for E-commerce, the European Commission, the European Parliament, the US Department of Commerce, the AEG Conference on Private International Law, the International Chamber of Commerce and the Internet Law and Policy Forum. In the UK DLA Piper UK LLP has been involved in numerous significant competition cases, including representing a series of clients in connection with the OFT's investigation into bid-rigging in the construction sector, the UK's largest anti-trust investigation to date.


**Mark Runiewicz, Chief Executive Officer, Trade & Export Finance Limited**

Mark Runiewicz is CEO at Trade and Export Finance Limited (TAEFL), a company supporting companies to finance their order books, acting as mentors, advocates and coaches in companies banking relationships. He has arranged finance for global exports totalling £65m in the past 12 months. Prior to becoming CEO at TAEFL, Mark was a banker, beginning his career with Midland Bank, moving to the International Division and running the international branch in the Midlands. In 1980 Mark joined TSB prior to the merger with Lloyds Bank and established their corporate international centre covering England and Wales, a similar role followed with Hill Samuel. Following this, he moved into consultancy and was an external consultant to Asian Development Bank (part of the World Bank) working in projects in Pakistan, including restructuring the Countries Export Promotion Bureau. Mark is also the author of the international Trade Survey, published in May 2014 and has conducted similar surveys since 1996. Moreover, he has written books on international trade, lectured on financing exports in Europe and North America and has been an expert witness in the High Court.


**HE Zoran Stavreski, Deputy Prime Minister and Minister of Finance, Republic of Macedonia**

Zoran Stavreski is Deputy Prime Minister and Minister of Finance of the Republic of Macedonia. He was a researcher (1993) and director of research directorate (1997) at the Central Bank of the Republic of Macedonia. Mr Stavreski held position of undersecretary at the Ministry of Finance of the Republic of Macedonia (2000), was an advisor to the Executive Director in the Netherlands Constituency (2001), consultant in the Europe and Central Asia Poverty Reduction and Economic Management Unit (2004) and Senior Economist for Operational Policy and Country Services Units (2006) at the World Bank. Then he was elected as Vice Prime Minister in charge of economic affairs (2006). From (2009) he is Deputy Prime Minister and Minister of Finance. Zoran Stavreski holds BA and MA in Economics from Cyril and Methodius University, Skopje.


**Dr Sebastian Seilmann-Eggebert, Global Co-Chairman, International Arbitration Practice, Latham & Watkins LLP**

Dr. Sebastian Seilmann-Eggebert is a partner in the Hamburg office and global Co-chair of the International Arbitration Practice Group. He advises and represents companies, individuals and states in disputes with a particular focus on international arbitration. Mr. Seilmann-Eggebert's experience in arbitration includes acting as lead counsel in a number of complex disputes involving public international law and the substantive laws of Germany, Austria, Switzerland, Sweden, Russia, Ukraine, Croatia and Azerbaijan, among other countries, and conducted under the rules of the DIS, ICC, ICSID, SCC, UNCITRAL as well as under German and Swiss ad hoc rules. He regularly advises clients from the energy, insurance, media, telecommunications, banking and construction industries. Mr. Seilmann-Eggebert has also handled a large number of high-profile cases before the German courts, including the Federal Constitutional Court.


**Max Steinberg CBE FRSA, Chief Executive, Liverpool Vision**

Since Max was appointed Chief Executive of Liverpool Vision in July 2010 he has worked to extend the global profile and reputation of business in the city and to showcase its ambition and to attract investment and continued growth. This year, that includes being Chair of the International Festival for Business, taking place in Liverpool and the city region for 50 days in June and July. The International Festival for Business is set to be the biggest business event of 2014 and comprises more than 150 world-class events and forms a central part of UK government's goal of rebalancing the economy and doubling British exports by 2020. Max was awarded an OBE, in 1997, for services to Housing and Regeneration on Merseyside and has been on the Board of Liverpool John Moores University European Institute of Urban Affairs since 1992 and its chairman since 2001. He is Deputy Chair of Riverside Housing Group and was a non-executive director of Kensington Regeneration from 2003 – 2006. In 2011 Max was awarded a Senior Fellowship at Liverpool Hope University and in 2013 received a CBE for services to business and the community.


**The Lord Storey CBE, Co-Chair of the Liberal Democrats PPC on Education**

Mike Storey is the Education Spokesman for the Party in the Lords. He was a working Head teacher of a large inner-city primary school, renowned for its arts - receiving an Arts Council gold award - and enterprise education, until 2012. He believes passionately that children and young people from disadvantaged backgrounds should be given opportunities to develop their talents and the chance to succeed. He has been a Liverpool City Councillor, Leader of Liverpool City Council and Lord Mayor of Liverpool. Under his leadership, Liverpool moved from being one of the worst performing, to the most improved authority. He oversaw the regeneration of the city, successfully delivering a European Capital of Culture year. He championed the Smoke Free Liverpool initiative, which is regarded as the precursor to the smoking restrictions in public places. He also led the development of Liverpool's Science Park, Arena and Convention Centre and Liverpool ONE shopping complex. He was awarded an OBE for services to local government and a CBE for services to regeneration. He became a Life Peer in 2010 and speaks on education, arts and regeneration matters in the Lords.



**James Stewart, Global Chairman, Infrastructure, KPMG**

James joined KPMG in May 2011. He is Chairman of KPMG's Global Infrastructure practice. Prior to joining KPMG, James was based in the Treasury as the CEO of Infrastructure UK and previously was CEO of Partnerships UK for ten years. Before that James spent fourteen years at Hambros and Société Generale. James has been involved in the Infrastructure and PPP markets for over 20 years and now spends his time advising Governments and private sector companies around the world. In the last three years he has visited over 45 countries.



**Paul Taylor, Regional Director, Central & Eastern Europe, UK Trade & Investment**

Paul Taylor is UK Trade & Investment's Regional Director for Central & Eastern Europe, with responsibility for Poland, Czech Republic, Slovakia, Austria, Hungary, Slovenia, Croatia, Romania and Bulgaria. His Government career spans both the Foreign & Commonwealth Office (FCO) and the Department for Business, Innovation & Skills (BIS). Prior to moving to the Czech Republic in September 2011, Paul managed UKTI's Middle East operation from London for three and a half years, travelling extensively around the countries of the Middle East and North Africa. Paul's overseas experience includes managing Trade & Investment teams within the British Embassies in Madrid, Santiago and Mexico City.



**David Thomas MBE, Chairman, COBCOE**

Appointed as President of the previous Association in August 2012 and now Chairman of COBCOE, David Thomas is a former Chairman of the British Polish Chamber of Commerce 2003-2010, Vice Chairman 2000-2003 and Vice Chairman of COBCOE from 2007 to 2012. David Thomas' professional occupation is as CEO and Principal Partner Financier Sp. z o.o., a corporate finance boutique, based in Warsaw. Previous roles include Country Head of Coopers & Lybrand; Deputy CEO of Schroder; Head of Investment Banking, ING Barings, Executive Director of Baring Brothers UK; Managing Director of HSBC and Head of Corporate and Investment Banking.



**Rudi Guraziu, Chief Executive, IBDE**

Rudi is Founder and Chief Executive of IBDE (International Business and Diplomatic Exchange); Member of the International Steering Group & Thematic Board of the International Festival for Business 2014, and a Visiting Lecturer on Economic and Commercial Diplomacy. Rudi was one of the principals in the running of a large pharmaceutical business for a decade until 2000. For many years, following that, he has been actively engaged with business leaders and diplomats as an expert on international affairs. His expertise covers trade & investment promotion, international affairs with a particular focus on EU affairs, public policy, financial services, political risk, economic and commercial diplomacy. His research interests are in exploring the impact of international events and turning crises into opportunities. He holds an MA in International Relations (distinction). Rudi is a UK National and has previously worked and lived in the Balkans, Switzerland, Sweden.

**ABOUT IBDE**



International Business and Diplomatic Exchange (IBDE) is a London based non-profit organisation, whose aim is to provide leadership in promoting international trade and investment flows through facilitating dialogue and resource-sharing between the global business, policy-making and diplomatic communities - providing an independent, accessible platform for debate on international business, regulatory and political issues impacting global markets. Through selected events such as investment forums, round-tables, workshops, conferences, seminars and networking opportunities, IBDE supports international businesses in identifying key business and investment opportunities and strategies within the international economic and political context. Beside its trade & investment programmes, IBDE runs successfully an international programme on restoring trust and confidence in global financial services.

IBDE is proud to be the official international partner of the **International Festival for Business 2014**. The IFB 2014, the first of its kind for more than a generation, will be an "Olympics for Business" with over 200 world-class events from June to July 2014 in Liverpool. It will attract more than 250,000 business delegates from across the globe. The Festival is officially supported and funded by the UK Government and the Prime Minister, The Rt Hon David Cameron MP has offered his full personal support.

**International Business and Diplomatic Exchange - IBDE**

IBDE, 1 Northumberland Avenue, Trafalgar Square, London WC2N 5BW, United Kingdom

Tel: +44 (0) 20 7193 1485 Fax: (+44) 0 20 3318 9199 - Email: [info@ibde.org](mailto:info@ibde.org) - Website: [www.ibde.org](http://www.ibde.org)