



National Trade Academy Programme

Global Trade and Investment Seminar
17th May 2018



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National Trade Academy Programme

Thank you for joining us here at CodeBase Stirling for the Global Trade and Investment Seminar, part of the National Trade Academy Programme. This afternoon you will have a unique opportunity to hear from an exciting selection of international trade experts and hope you take away some inspirational ideas from the session.

The National Trade Academy Programme offers a variety of new learning opportunities to upskill and engage students, businesses and academics on the topic of international trade and investment. Building skills and knowledge across the UK, the programme helps foster a culture of exporting through a broad range of initiatives. This includes training and events in all parts of the country, such as an International Trade Ideas Hack held at the University of Central Lancaster in March, and the upcoming prestigious International Trade Summer School – run in partnership with the City of London – helping our future exporters turn their ideas and ambitions into Britain’s global exports.

Venue

CODEBASE STIRLING

CodeBase is the UK's largest start up incubator. They champion businesses tackling big challenges with technology, and work tirelessly to support the development of a more diverse and competitive European digital industry.

CodeBase brings together ambitious entrepreneurs, world-class technological talent and top investors, in a creative, collaborative environment designed for the new digital economy. They host a vibrant, open community of experts in a diverse range of fields, with hands-on mentorship, networking and world-class business support.

Based in the former Municipal Buildings in the city's new Digital District, CodeBase Stirling is the heart of the growing technology ecosystem. The hub gathers and supports the tech community providing scaleup education, office / coworking spaces, mentoring and events.

Agenda

Start time: 15.00

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| 5 mins | Welcome
The Rt Hon. Dr Liam Fox MP, Secretary of State and President of the Board of Trade |
| 10 mins | Opening Session
The Rt Hon. Brian Wilson, Adviser to the Board of Trade |
| 20 mins | The Economics of International Trade
Richard Price, Chief Economist and Director of Analysis at the Department for International Trade |
| 20 mins | How DIT Supports International Businesses & Investment
Dr Helen Carrier, Director of Forecasting & Value at the Department for International Trade |
| 15mins | Q&A with Richard Price and Helen Carrier |
| 20 mins | Break
Refreshments will be served in the breakout room |
| 60 mins | Internationalisation of Companies
Dr Margaret Fletcher & Dr Paul Ferri |
| 20mins | Arup, Board of Trade Award Winner
Peter Budd CBE |
| 30 mins | Panel Discussion
Chaired by Richard Price |
| 5 mins | Close |

Speakers



Department for
International Trade

The Rt Hon. Dr Liam Fox MP, Secretary of State and President of the Board of Trade

The Rt Hon. Dr Liam Fox MP was appointed Secretary of State for International Trade in July 2016. He was elected as the Conservative MP for North Somerset in 1992. He attended school at St Bride's before studying medicine at the University of Glasgow Medical School, graduating with MB ChB degrees in 1983.



The Rt Hon. Dr Liam Fox MP worked as a GP before his election to Parliament and is a former Civilian Army Medical Officer and Divisional Surgeon with St John Ambulance. He held several ministerial roles in John Major's Conservative government and was previously Secretary of State for Defence.

Speakers

The Rt Hon. Brian Wilson

The Rt Hon. Brian Wilson was elected MP for Cunninghame North in 1987 and represented the constituency until 2005. During his time in Parliament he served as a Minister in the Department of Trade and Industry from 1998-1999 and later between 2001-2003. Brian also served as Minister of State for Foreign and Commonwealth Affairs, as well as the Prime Minister's Special Representative on Overseas Trade.

Brian is Chair of Harris Tweed Hebrides, in which capacity he was named as Global Director of the Year by the Institute of Directors Scotland.

Brian was appointed as an Adviser to the Board of Trade in 2017 by the Secretary of State for International Trade, the Rt Hon Dr Liam Fox MP.



Richard Price

Richard Price is the Chief Economist and Director of Analysis at the Department for International Trade. He joined the Civil Service after gaining his MSc in Economics, and spent four years at HM Treasury, working on tax, trade policy and climate change, before moving to NERA Economic Consulting, where he advised businesses and governments on the economic regulation of large infrastructure projects and utilities.

After returning to the Civil Service, he was appointed Chief Economist at the Home Office, and then Strategy Adviser to the Permanent Secretary. He later became a Project Director at the Prime Minister's Strategy Unit and led the Treasury's Enterprise and Business team, working on industrial development and enterprise policy to drive UK economic growth.

At DEFRA Richard held the dual posts of Chief Economist and Director of Corporate Performance, raising the department's efficiency and impact, and contributing to both domestic and global policy on climate change. His role at DIT followed on from a secondment as Chief Executive at the Office of Road and Rail.



Speakers

Dr Helen Carrier

Dr Helen Carrier is the Director for Forecasting & Value at the Department for International Trade. Prior to taking up this role Helen held a number of senior positions across government including Chief Economist and Head of the Strategic Analysis Unit at the Government Equalities Office as well as economist positions in the Department for Business, Innovation and Skills, Cabinet Office and Ministry of Justice with responsibility of performance, risk and regulation.



Helen has experience in consulting in the private sector across utilities, UK government and market opportunities. She has also successfully acted as visiting lecturer for UMIST, Singapore branch in International Business.

Dr Margaret Fletcher

Dr Margaret Fletcher is a senior lecturer in International Business at the Adam Smith Business School, University of Glasgow, UK, and is currently Programme Convener of the MSc in International Business and Entrepreneurship. Her research interests include knowledge acquisition in the internationalisation process, international entrepreneurship, small firm policy, and the financing of small firms. She has published widely in international academic journals and books. She was Doctoral Convener of the UK&I Doctoral Colloquium and member of the Executive Committee 2013-2017. She works with policy-makers to support International Business and Entrepreneurship.



Margaret is currently leading the Athena Swan Gender Equality group for the Adam Smith Business School and was co-opted to AIB UK&I in 2018 to lead the diversity initiative.

Speakers

Dr Paul Ferri

Dr Paul Ferri is a senior lecturer in International Business and Entrepreneurship at the Adam Smith Business School, University of Glasgow and is currently Director of the International Management Solutions programme which is the capstone module of the post-graduate MSc degree in International Business and Entrepreneurship. His research interests include new business creation, social capital, sales education and teaching pedagogy related to feedback and assessment. He brings 27 years' experience as a successful entrepreneur in the B2B professional audio-visual market to his current post and is happy to be described as a 'pracademic'.



Paul is currently a Senate Assessor for student conduct as well as an adviser of studies.

Peter Budd CBE

Peter Budd CBE is a consultant to Arup and a member of the group within the company which takes responsibility for alliances with partners in China and, until recently, led Arup's global aviation business, which he continues to support. Arup is an international consultancy firm which specialises in sustainability and all aspects of the built environment, employing over 14,000 technical staff worldwide.



Peter has extensive experience of working internationally having been resident and developed businesses for Arup in Africa, Asia and the USA. He has taken a particular interest in developing Arup's and the UK's business with China and continues to focus in this area.

Peter is an adviser to the British Government on trade matters relating to airport development internationally. He was awarded CBE in the Queen's Birthday Honours list in 2017 for services to promoting British trade in China.

The Programme Team



Patrick McGranaghan



Kelly-Ann Cahillane



Mhairi Bryce



The Board of Trade

On 12 October 2017, the Secretary of State for International Trade and President of the Board of Trade, The Rt Hon Dr Liam Fox MP reconvened the Board of Trade to meet the modern needs of businesses, exporters and inward investors across the country. The Board of Trade includes advisers from England, Wales, Scotland and Northern Ireland – with the purpose of ensuring that the benefits of trade and investment are spread across the whole of the UK.

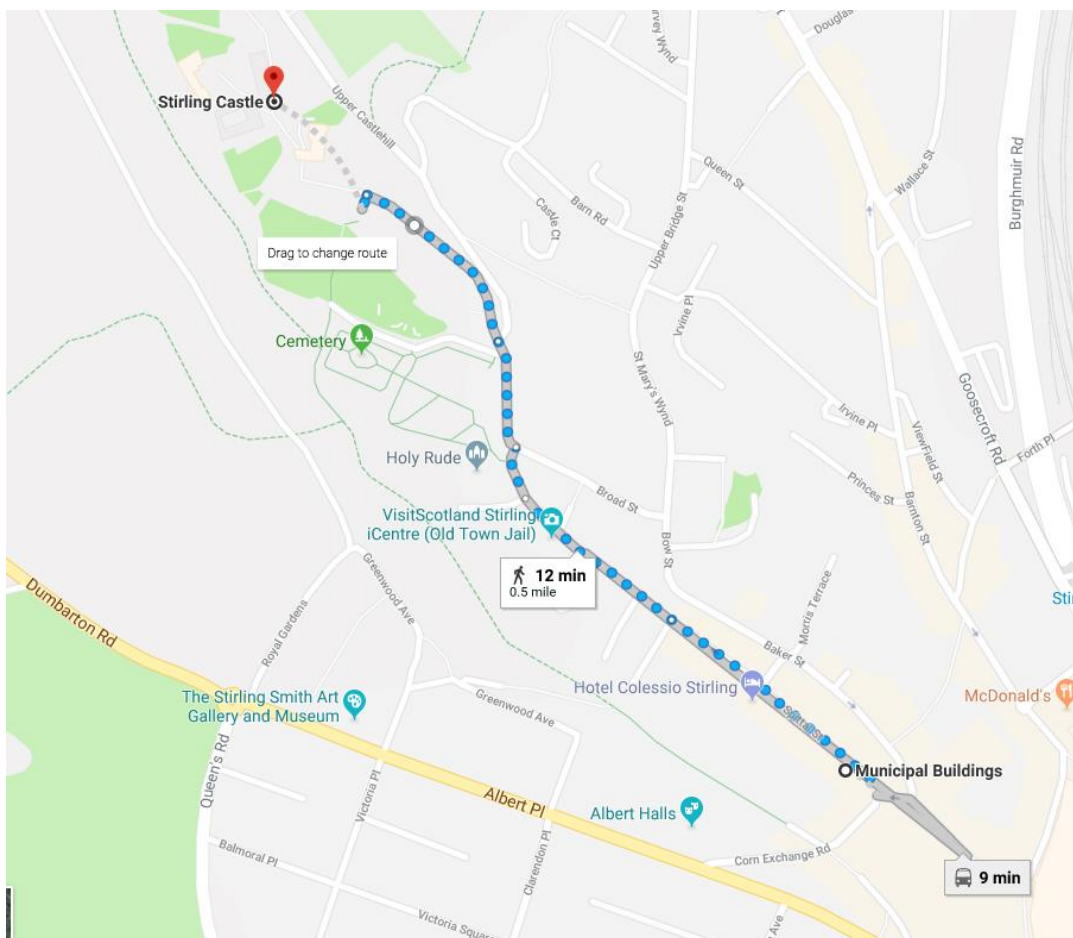
The Board of Trade engages with the whole of the UK on our global trade and investment agenda, meeting in all parts of the country. The Board of Trade brings together leading figures from business and politics to lead trade delegations around the world, and bring new inward investment into the whole of the UK. Trade itself crosses boundaries and the Board and its advisers take a collaborative approach, focused on promoting the UK regions as destinations to trade and do business with.

Board of Trade Drinks Reception

After the seminar, delegates are invited to attend the Board of Trade drinks reception at Stirling Castle.

The castle is a short walk from CodeBase Stirling – please see the map below.

Your name badge from the seminar will be your ticket for entry into the Castle and into the drinks reception – please keep hold of it if you are attending the reception.





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