

Wednesday 25 January 2012  
11:30 a.m. – 6:30 p.m.  
Ritz-Carlton, Charlotte N.C.



## GOING GLOBAL: PARTNERING FOR INTERNATIONAL BUSINESS GROWTH



As a global bank, Bank of America is interested in supporting growth opportunities for its clients' companies in the global market place and in providing seamless financial services around the world. Considering the UK and the US are the largest investors in each other's countries, with US investment in the UK at \$508.4 billion and UK investment in the US at \$432.5 billion as of 2010, the UK is well placed to act as springboard to the world for companies seeking to grow their business through international expansion.

Partnering with the British American Business Council North Carolina, the North Carolina Department of Commerce and UK Trade & Investment, **"Going Global: Partnering for International Business Growth"** will discuss the issues, challenges and opportunities Carolinas based companies should consider when seeking to grow through international expansion.

The symposium will be divided into two tracts:

- **"Export Ready"** – targeted to companies seeking to diversify revenues through international sales via agents and distributors;
- **"Global Ready"** – aimed at those companies seeking to establish or expand overseas presence.

Targeted towards senior business leaders responsible for growth and strategy, this half day event will address topics such as the current global financial outlook, international growth strategies for SMEs, financing for exporters and managing risk through diversifying revenues, all aimed at helping Carolinas based companies identify the partners who can best support business growth abroad.

The British American Business Council, North Carolina and UK Trade & Investment hope you will be able to join us for this exciting seminar. For more information and to register, please visit <http://babcncsymposium.eventbrite.com/>.

We look forward to seeing you there!

*The agenda is listed on subsequent pages.*

In partnership with:



## BUSINESS GROWTH IN TODAY'S GLOBAL ECONOMY AGENDA

TIME	SEMINAR DESCRIPTION
11:30-12:00 pm	<b>Registration</b>
12-1:30 pm	<p><b>Global Financial Outlook: UK and Carolina Perspectives:</b></p> <ul style="list-style-type: none"> <li>• Mickey Levy, Chief Economist, Bank of America</li> <li>• Peter Matheson, Economic Counsellor, British Embassy</li> </ul>
1:30-2:30 pm	<p><b>Export Ready</b></p> <p><i>Making Sense of Exporting: International Marketing, Sales and Distribution</i></p> <p>Moderated by North Carolina Department of Commerce</p> <ul style="list-style-type: none"> <li>• The Importance of Exporting and Identifying Partners - The North Carolina Department of Commerce</li> <li>• Financing for Exporters: Ex-Im Banking and Export Credit Guarantee Department Funding - Eugene Nagotko, Bank of America</li> <li>• Expert Exporters: Industry Panel - Norman Cohen, Unitec Co</li> </ul>
1:30-2:30 pm	<p><b>Global Ready</b></p> <p><i>Nuts and Bolts of Foreign Investment: The Importance of Partners and Planning</i></p> <p>Moderated by UK Trade &amp; Investment</p> <ul style="list-style-type: none"> <li>• International Growth Strategies for SMEs – the Legal and Tax Perspectives - Rachel Lockwood, Oury Clark - Tom Redfern, Fitzgerald and Law</li> <li>• Take Your Bank With You: Bank of America International Support - Philip Kotev, Bank of America</li> <li>• Case Study: d-Wise UK Expansion</li> </ul>

TIME	SEMINAR DESCRIPTION
2:30-3:30 pm	<p><b>Export Ready</b></p> <p><i>Nuts and Bolts of Exporting</i></p> <ul style="list-style-type: none"> <li>• Financial Planning for Exporters: Managing Foreign Exchange Risk - Wes Seeger, Bank of America</li> <li>• Tax Perspectives for Exporters: Indirect Taxation and Duty Drawback - Kay Biscopink, Elliot Davis</li> <li>• Tax Perspectives for Exporters: IC DISC - Interest Charge Domestic International Sales Corporation: Benefits for Exporters - John Berens, LarsonAllen</li> </ul>
2:30-3:30 pm	<p><b>Global Ready</b></p> <p><i>The UK as a Springboard to Grow Your Business</i></p> <p>Moderated by UK Trade &amp; Investment:</p> <ul style="list-style-type: none"> <li>• Global Entrepreneur Programme and R&amp;D Opportunities in the UK - Mark Priest, R&amp;D Specialist</li> <li>• Building a Global Business from the UK - UK Trade &amp; Investment</li> <li>• Developing IP and R&amp;D in the UK - Rachel Lockwood, Oury Clark - Tom Redfern, Fitzgerald and Law</li> </ul>
3:45- 4:15 pm	<p><b>Call to Action</b></p> <ul style="list-style-type: none"> <li>• Secretary Keith Crisco, North Carolina Department of Commerce</li> </ul>
4:15-4:30 pm	<p><b>Closing of Session / Question &amp; Answer</b></p> <ul style="list-style-type: none"> <li>• With Annabelle Malins</li> <li>• At the end of the Conference, companies will complete a "Business Plan / Survey, which will allow for identification of next steps for specific partners</li> </ul>
4:30 pm onward	Networking Reception

Presenting Partners:

