

International Festival for Business 2016 (IFB2016)

Meet your future deal at one of the world's largest business festivals



**BUSINESS
IS
GREAT**

BRITAIN & NORTHERN IRELAND

events.ukti.gov.uk/ifb2016



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*Front cover image: Liverpool Dock and surrounding waterside
Inside cover image: Liverpool Dock at twilight*

Introduction

The International Festival for Business 2016 (IFB2016) aspires to be the world's leading business event this year. Expected to attract over 30,000 delegates from the UK and overseas, it will be a buzzing marketplace for companies to create connections and do deals.

The Festival takes place in Liverpool over three themed weeks, from 13 June to 1 July:

- Week 1 - Advanced Manufacturing
- Week 2 - Energy and Environment
- Week 3 - Creative and Digital

Each week will be packed with high-quality content, including:

- 1-2-1 meetings with suppliers, buyers, investors and advisers
- Live export and investment opportunities
- A range of free business services including legal, financial and marketing advice
- Expert-led sector-specific seminars
- World-renowned events such as TEDx, Accelerate 2016 and the Horasis Global Meeting
- Large-scale networking opportunities
- Inspiring talks from leaders in the fields of business, innovation and technology

Delivered by Liverpool Vision in partnership with UK Trade & Investment and the GREAT Britain Campaign, and with the support of the UK Government, IFB2016 will feature the GREAT British Showcase. This will comprise an exhibition of UK innovation, technology, design and creativity; the Exporting is GREAT Export Hub; and a changing, interactive display of UK industry sectors and inward-investment opportunities.

Reasons to take part

- Network and build new connections with up to 30,000 UK and international business delegates
- Free professional advice from experts in international trade, logistics, legal, banking, finance and more
- Take part in one of 6,000 opportunities to meet buyers, investors and sector specialists using our online matching system
- Attend world renowned events related to your sector, which are exclusively taking place at IFB2016

Business Club

Meet Your Future Deal: 1-2-1 Meeting Opportunities

Meet the Buyer - Post your service or product offering in our digital catalogue and our system will seek to match you with a potential buyer

Meet the Supplier - Publish your supplier requirement in our digital catalogue and we will aim to find a supplier that meets your needs

Meet the Investor - Articulate investment funding that you are seeking and our match-making system will aim to put you in touch with relevant investors

Incentive schemes to help you join IFB2016

A number of incentive schemes are available to support UK and overseas businesses taking part in IFB2016. These include:

Fly to Buy - For international delegates, up to £2,000 is available per delegation of five companies from the same market/region. Each Fly to Buy delegate will need to agree to meet at least five UK companies to explore business opportunities. Applications are being encouraged from overseas Chambers of Commerce, International Trade Promotion Agencies and from UKTI Heads of Trade and Investment. Find out more here: www.ifb2016.com/delivery-partners/fly-to-buy

Travel to Trade - For UK businesses, up to £150 per company is available for delegations comprising a minimum of five companies each. Companies must be SMEs who are either seeking to export for the first time, or looking to grow internationally. All businesses must attend at least one event and have at least one appointment made via IFB2016's digital matching service. Delegations will be accompanied by an experienced international trade adviser. To find out more and receive an application form please contact traveltotrade@ifb2016.com

International Festival for Business 2016 - Calendar

Advanced Manufacturing

Week Commencing 13 June 2016

Monday 13

Exporting is GREAT
See page 7

Tuesday 14

**Export Online:
Food and Drink
e-Commerce Summit**
See page 8

Wednesday 15

**Automotive Leaders
Summit**
See page 9

Thursday 16

**Catalysing Success
for UK Chemicals**
See page 10

Friday 17

Made in the UK 2016
See page 11

Energy and Environment

Week Commencing 20 June 2016

Monday 20

**2017 and beyond
- Energy Industry
Challenges &
Solutions**
See page 12

Tuesday 21

**Oil & Gas: Connecting
the UK's Capabilities
to the World**
See page 13

Tuesday 21 - Wednesday 22

**The International
Property Forum**
See page 14

Wednesday 22

**Green Finance:
Changing the Colour
of Money**
See page 15

**Speed Pitching
Showcases: Meet
the best of UK
Technology**
See page 16

Thursday 23

**From Innovation to
Industrialisation:
How UK Renewables
are Delivering Global
Carbon Reduction**
See page 17

Friday 24

**Selling your Products
and Services to Global
Aid Organisations**
See page 18

Creative and Digital

Week Commencing 27 June 2016

Monday 27

**Games for All -
Empowering UK
Games Businesses
to go Global**
See page 19

Tuesday 28

**Gateway to the
Asian Music Market**
See page 20

Wednesday 29

**Blooloop LIVERpool:
The Future Of
Visitor Experiences**
See page 21

Thursday 30

**Going for Export Gold:
Opportunities in Major
Sports Events**
See page 22



Exporting is GREAT

As part of the successful international GREAT Britain campaign, Exporting is GREAT aims to inspire and support 100,000 additional UK businesses to sell their goods and services overseas by 2020.

Ambitious UK businesses can apply for real-time global export opportunities, as well as access expert advice, trade services, training and events. The site contains around 2,000 export opportunities - worth hundreds of millions of pounds and organised by sector and market - which are easily accessible. A thousand new opportunities are being uploaded each month.

Attending IFB2016 is the natural next step for businesses inspired to export by Exporting is GREAT. The Exporting is GREAT Export Hub will take residence at IFB2016 for the full three week programme, providing additional events and support for new exporters. On board the latest technology from our partners connects businesses with live export opportunities, putting them face to face with global demand for UK products and services. Exporting is GREAT events can be viewed at exportingisgreat.gov.uk.

Date: Monday 13 June '16
Where: Exhibition Centre
Liverpool

E IFB2016_exporting@uktieventspecialist.com
W exportingisgreat.gov.uk.



Export Online: Food and Drink e-Commerce Summit

A huge 25% of the world's digital shoppers order or buy their grocery products online. This event will bring together founders and CEOs from the leading UK food and drink producers, as well as global e-commerce players, to look at how to cater to the growing appetite of British brands.

Date: Tuesday 14 June '16
Where: Exhibition Centre
Liverpool

E IFB2016_FoodandDrink@uktieventspecialist.com
W events.ukti.gov.uk/ifb2016foodanddrink

Export Online will offer attendees the opportunity to:

- Discover e-commerce opportunities and learn how to sell online to overseas customers
- Get hands-on advice on how to plan your online export growth strategy
- Gain advice and insights on how to turbocharge your global growth
- Network with industry peers to discuss challenges and opportunities for the sector
- Register your interest in 1-2-1 meetings with potential partners and e-commerce operators

Who should attend?

- UK food and drink manufacturers with the existing capacity, or potential to supply to overseas e-marketplaces
- Ambient and long shelf life UK brands of confectionery, biscuits, cakes, snacks, preserves, chutneys, sauces, condiments, tea, alcoholic and soft drinks, and baby and children's food
- Companies with an emphasis on health and wellness e.g. free-from, organic, natural and whole foods



Automotive Leaders Summit

The UK has emerged globally as one of the most attractive locations for the automotive sector. Centred on transformational R&D capability, it brings together leading-edge firms, world-class facilities, universities, motorsport and a comprehensive funding package, to develop and commercialise technological innovations.

UKTI is hosting an event at IFB2016 that will highlight new technologies that are fundamental to the future automotive landscape, together with the expertise we have in the UK. There will be contributions from key leaders in the industry, interactive displays, and individual discussion groups on major technology areas including:

- Advanced propulsion
- Connected and autonomous vehicles
- Light weighting
- Automotive design

The UK is now the leading European centre for low carbon propulsion, boasting leading research at centres of excellence such as the £1 billion Advanced Propulsion Centre and production facilities. The UK is also establishing itself as the No. 1 European location for R&D into connected and autonomous vehicles, thanks both to its strong base in IT, and the establishment of the most progressive regulatory framework of any major country.

Who should attend?

Companies looking to expand their business by investing in the technologies of the future.

Date: Wednesday 15 June '16
Where: Exhibition Centre
Liverpool

E IFB2016_Automotive@uktieventspecialist.com
W events.ukti.gov.uk/event/ifb2016automotive



Catalysing Success for UK Chemicals

The UK chemicals manufacturing industry is the 2nd largest gross-value-added industry in the UK and is active in all three principle sub-sectors: commodity, speciality and consumer chemicals.

This insightful one-day event aims to bring together chemical industry professionals from the UK and overseas for update seminars, capability displays, 1-2-1 business meetings and valuable networking.

In the morning our combined industry leader and government panel will update on progress with the UK Chemicals Growth Strategy. Major investors in UK chemical manufacturing infrastructure will share their views, and the core chemical manufacturing regions will reinforce their capabilities. In the afternoon we invite you to develop business networks, partnerships and export opportunities by booking meetings with panel members, as well as our invited UK-based and overseas buyers.

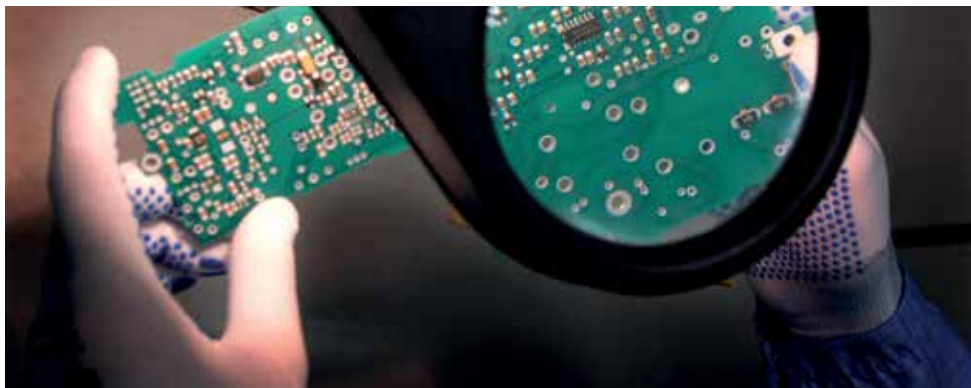
UK Trade & Investment in partnership with the Chemistry Growth Partnership are also developing a directory of UK-based chemical manufacturers which aims to:

- Help with the development of chemistry related trade
- Show potential investors the great chemistry capability that exists in the UK

The directory will be launched at IFB2016 and we encourage all chemical companies with UK-based manufacturing sites of basic, speciality and consumer chemicals to submit their profile.

Date: Thursday 16 June '16
Where: Exhibition Centre
Liverpool

E IFB2016_Chemicals@uktieventspecialist.com
W events.ukti.gov.uk/ifb2016chemicals



Made in the UK 2016

Insider Media are working with UK Trade & Investment (UKTI) to deliver an event for manufacturers on future direction, innovation, opportunities and support. The pace of change means manufacturers need to be aware of the very latest direction their sector is taking to inform their future R&D decisions.

We will examine challenges, solutions, case studies and support in developing business opportunities and will illuminate the cutting edge technology of the future.

Sessions will include:

- **Robotics** - A review of new developments and potential new applications.
- **Big Data** - the latest on visualisation and virtualisation opportunities from the Haretree Centre at Daresbury.
- **Catapult** - How Catapult centres are working with SMEs and what opportunities they can deliver for the SME manufacturer.
- **Driverless cars** - A discussion on the very latest developments.
- **Advanced Manufacturing** - A focus on some of the most advanced UK manufacturing products and processes
- **Textiles** - How UK textile manufacturing companies have survived the influx of offshore production plus a look at overseas business opportunities.
- **Rail** - The future of the UK rail industry - challenges and how to capture business opportunities.
- **Life Sciences** - Innovation within medical technologies.

Date: Friday 17 June '16

Where: Exhibition Centre
Liverpool

E IFB2016_MadeinUK@uktieventspecialist.com
W events.ukti.gov.uk/event/ifb2016madeinuk



2017 and Beyond - Energy Industry Challenges & Solutions

Join UK Trade & Investment at this exclusive event. Global inspirational leaders from the energy sector will meet to set out the immediate challenges facing the industry, and the long term solutions to the shifting energy landscape.

UKTI are inviting influential companies and figures from the energy industry to discuss the immediate challenges faced. This will include the shifting requirements resulting from projected changes in energy use by industry. These changing requirements and geopolitical dynamics are constantly altering the landscape of the energy industry.

The event will also look at how technologies and the future demands on them will contribute towards global carbon reduction targets in the next 30 years. This event will set the scene for the rest of the energy week at IFB2016 where cost reduction, technologies and opportunities within the supply chain will be discussed in more detail.

Join us at this interactive event which will provide a unique networking opportunity for business leaders.

Date: Monday 20 June '16

Where: Exhibition Centre
Liverpool

E IFB2016_energy@uktieventspecialist.com
W events.ukti.gov.uk/ifb2016energy



Oil & Gas: Connecting the UK's Capabilities to the World

UK Trade & Investment (UKTI) predicts that oil companies will spend close to \$170 billion across ten high value opportunity markets during 2016-17. This event will provide attendees with information on how they can get involved in these opportunities.

Delegates will hear from leading business figures who will share invaluable insights into oil and gas exports and investment opportunities in the UK.

Interactive discussions with leading industry and technical experts, and senior business executives will provide a unique networking opportunity for both regional and international oil and gas communities.

Who should attend?

Companies in the oil and gas sector who are eager to explore global opportunities in trade and investment.

Date: Tuesday 21 June '16
Where: Exhibition Centre
Liverpool

E IFB2016_OilandGas
@uktieventspecialist.com
W events.ukti.gov.uk/
ifb2016oilandgas



The International Property Forum

UK Property Forums, in partnership with UK Trade & Investment Regeneration Investment Organisation (UKTI RIO), British Property Federation (BPF), Estates Gazette (EG), The Confederation of British Industries (CBI), and ReedMidem and MIPIM brands, will be hosting an international property forum at IFB2016.

The event will discuss key issues driving the UK property debate, highlighting investable projects as well as UKTI RIO sponsored plans, which are open for investment across the UK.

Keynote speakers will represent both the private and public sectors, site visits and a gala dinner attended by many senior decision makers from across the UK property community.

- Meet representatives from UK Government, Northern Powerhouse and Midlands Engine initiatives and the part of the 'Meet the Buyer' programme
- Listen and learn from keynote speakers on issues driving the UK property debate
- View a showcase of new developments and projects from the across the UK
- Network with key partners and delegates currently working across the UK markets
- Be a part of IFB2016, a unique business event with proven cross-sell opportunities.

Who should attend?

This event is highly recommended for property leaders, international investors, developers, and professional property advisers.

Date: Tuesday 21 &
Wednesday 22 June '16
Where: Exhibition Centre
Liverpool

E IFB2016_Property
@uktieventspecialist.com
W events.ukti.gov.uk/event/
ifb2016property



Green Finance: Changing the Colour of Money

The UK is the world's leading global financial services centre and the most internationally focused marketplace in the world.

The sector provides finance and services that keep businesses working and supports jobs and growth across the UK. It employs over one million people, with another million in the related professional services. The sector is a significant contributor to UK economic output across their domestic and international activities. Financial and related professional services contributed £190 billion to the UK economy in 2014.

As identified by the UN Environment Programme, 2016 is the Year of Green Finance. The UK is a global hub in the fast-growing green finance arena and this event will follow up on the UK priorities detailed in the recent UNEP Green Finance report.

This roundtable event will bring together UK and international investors, industry practitioners, and senior policy makers to increase momentum in both the UK's green finance offering, and in the generation of cross-sector green eligible projects.

Participants are expected from the financial services, renewable energy and agri-tech sectors, all of which have a vested interest in improving access to green finance.

Date: Wednesday 22 June '16

Where: Exhibition Centre
Liverpool

E IFB2016_GreenFinance
@uktieventspecialist.com
W events.ukti.gov.uk/
ifb2016greenfinance



Speed Pitching Showcases: Meet the best of UK Technology

The UK is a world leader in innovation, creativity and cutting-edge technology from fintech and digital to life sciences; UK innovation is world class.

Talent is being uncovered and nurtured across the country to support ground-breaking technologies and services that are keeping the UK at the forefront of the global technological revolution.

At UKTI, we recognise the important role that UK Government plays in connecting global investors with the best of what the UK has to offer. This is precisely what the Venture Capital Unit was set up to do.

This speed pitching event organised by the Venture Capital Unit (VCU) at UK Trade & Investment will give investors the opportunity to hear from several high calibre UK businesses seeking VC funding.

The companies will represent a range of sectors including fintech, life sciences, physical sciences and cyber security, with each company giving 6-8 minute elevator pitches followed by a Q&A session. There will also be an opportunity for investors to host 1-2-1 meetings to engage in more detailed discussions. This is an 'invite only' event where the best of UK innovation will be showcased to CVCs and VC funds.

Date: Wednesday 22 June '16

Where: Exhibition Centre
Liverpool

E IFB2016_SpeedPitching
@uktieventspecialist.com
W events.ukti.gov.uk/
ifb2016speedpitching



From Innovation to Industrialisation: How UK Renewables are Delivering Global Carbon Reduction

Hear influential players from the renewable energy industry discuss current and future ambitions for implementing renewable technologies, that will contribute to global carbon reduction targets.

Discussions will focus on three sub-sectors:

- **Offshore wind** - showcasing leaders in UK capabilities who are offering commercial export opportunities
- **Electrical networks** - explore how you can supply the huge pipeline of electrical network projects with key developers and gain a stronghold in the UK
- **Energy from waste** - a showcase of innovative British solutions for potential foreign customers, and how the UK plans to develop over 1GW of capacity at energy from waste plants

Join us at this unique conference and build your knowledge on why global companies are choosing the UK as their base for manufacturing and operations. Engage with leading UK renewable companies, project developers and contractors from both the UK and foreign markets

UKTI specialists will be on hand to support your ambitions to invest and grow in the UK, and to become the exporting champions of the future.

Date: Thursday 23 June '16
Where: Exhibition Centre
Liverpool

E IFB2016_Renewables
@uktieventspecialist.com
W events.ukti.gov.uk/
ifb2016renewables



Selling your Products and Services to Global Aid Organisations

Global aid and development agencies spend upwards of \$100 billion USD every year on everything from tents and medical supplies, to consultancy and telecommunications. Companies that want to break into this market need to know, and be known by, the right people in the right places to do it successfully.

UK Trade & Investment's (UKTI) Global Aid and Development team are hosting a free one-day event during IFB2016 that will help UK companies to:

- Understand the range and depth of organisations in the global aid and development space
- Identify business opportunities from projects and programmes funded by these organisations, and understand how to bid for projects
- Understand the different opportunities and operating models in the development aid and disaster relief/humanitarian aid sectors
- Hear directly from UK and international contractors on how they operate in the sector and how you can be part of their supply chain
- Meet with UKTI Global Aid and Development staff based in our embassies overseas, to understand the support available to your business

Delegates will hear from, and have the chance to have 1-2-1 meetings with, UKTI specialists from Washington, New York, Geneva, Brussels, Manila and Abidjan.

Date: Friday 24 June '16
Where: Exhibition Centre
Liverpool

E IFB2016_Globalaid
@uktieventspecialist.com
W events.ukti.gov.uk/
ifb2016globalaid



Games for All - Empowering UK Games Businesses to go Global

Driven by the growth of digital delivery, the global video games market is forecast to be worth \$113 billion by 2018. The UK boasts some of the world's most creative and cutting-edge games creators and the opportunity for international success is within grasp.

As part of IFB2016, the United Kingdom Interactive Entertainment Association (Ukie) and UK Trade & Investment (UKTI) will deliver a day of talks and sessions to help UK games companies understand and maximise the opportunities of international trade.

Delegates who attend the event will have the opportunity to:

- Develop an in-depth understanding of three major international games markets
 - The USA is a \$24 billion market with over 200 million games players
 - China is a \$22 billion market with huge 23% growth in 2015
 - South Korea is part of the super-powered Asia Pacific market worth \$18 billion (excluding China)
- Meet leading players and investors from the three key markets
- Network with industry experts and peers to share insight and experiences
- Identify additional opportunities and support from Ukie and UKTI

Games for All will give UK developers and publishers the understanding, support and contacts needed to build and expand a successful international games business.

Date: Monday 27 June '16
Where: Exhibition Centre
Liverpool

E [IFB2016_Games @uktieventspecialist.com](https://twitter.com/uktieventspecialist)
W events.ukti.gov.uk/event/ifb2016games



Gateway to the Asian Music Market

As part of IFB2016, Sound City are delighted to partner with UK Trade & Investment (UKTI) to deliver a comprehensive insight into the opportunities that exist for UK music companies in Japan, China, South Korea, Taiwan and India.

This event will present a compelling case for those within the industry to grow their business by meeting demand in these rapidly growing music markets. China alone saw a 5.6% increase in recorded music revenue in 2014 and an online user base of 650 million. With a growing number of licensed digital services, this is an event you will not want to miss!

Through smart phones, tablets and other smart devices, more and more music and international artists are being discovered in these markets; but monetising and developing that into business can be difficult without market knowledge and contacts.

Who should attend?

This event will provide music managers, publishers, labels, tech companies, festivals, promoters and agents with access to experts and buyers; to help them navigate through opportunities via a series of workshops and roundtable networking sessions

Date: Tuesday 28 June '16
Where: Exhibition Centre
Liverpool

E [IFB2016_Music @uktieventspecialist.com](https://twitter.com/uktieventspecialist)
W events.ukti.gov.uk/event/ifb2016music



BlooloopLIVERpool: The Future of Visitor Experiences

Blooloop, the leading B2B global news website for the visitor attractions industry, is delighted to be partnering with UK Trade & Investment (UKTI) to deliver its annual UK conference as part of IFB2016.

This educational networking event is unmissable for all visitor experience professionals.

Delegates will hear from industry leaders who are effecting change and shaping the future of the industry. The programme brings together thought leaders from across the sector to share best practice and innovation. Drawing on Blooloop's extensive industry knowledge and UKTI's Government insights, blooloopLIVERpool will bring together the very latest trends and developments that are shaping the industry.

By attending blooloopLIVERpool, you'll benefit from:

- Insights from leading industry figures - lessons learned and strategy
- Learning from innovation across the sector - not to be found at any other event
- Inspiration - the future of visitor experiences
- Networking in a fun and friendly atmosphere

Who should attend?

blooloopLIVERpool is a fantastic environment for investors, developers, operators and suppliers alike to learn from the very best in the sector, network with peers and identify new business opportunities. Places are limited so don't miss out.

Date: Wednesday 29 June '16
Where: Exhibition Centre
Liverpool

E IFB2016_Blooloop
@uktieventspecialist.com
W events.ukti.gov.uk/event/
ifb2016blooloop



Going for Export Gold: Opportunities in Major Sports Events

The budgets for the world's top 50 major sporting events between 2016 and 2025 are estimated to total £230 billion. With 30% of procurement made internationally, this creates a potential export market of nearly £70 billion for UK companies, including contract opportunities for the Olympics and FIFA World Cup.

As a part of IFB2016, UK Trade & Investment (UKTI) is hosting a major conference for companies wishing to learn how they can take advantage of these opportunities.

Attendees will gain an in-depth understanding of where their product fits into this market and where the next global opportunities exist, including:

- 2018 Asian Games in Indonesia
- 2019 Pan American Games in Peru
- 2020 Olympics and Paralympics in Tokyo
- 2022 FIFA World Cup in Qatar

The organisers are looking for companies that specialise in the following sectors:

- Venue design and fit out
- Security and transport
- Personnel and volunteer management
- Catering and corporate hospitality
- Facilities management
- New technology solutions

Date: Thursday 30 June '16
Where: Exhibition Centre
Liverpool

E IFB2016_Sports
@uktieventspecialist.com
W events.ukti.gov.uk/
ifb2016sports



UK Trade
& Investment

gov.uk/ukti

UKTI

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy acknowledged as Europe's best place from which to succeed in global business.

Disclaimer

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