



# The Future for International Trade CONFERENCE

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Stratford Manor Hotel | 12 March 2019



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## Bringing the experts together!

### THE FUTURE FOR INTERNATIONAL TRADE CONFERENCE

Tuesday 12 March 2019, Stratford Manor Hotel, Stratford-upon-Avon

Top level speakers will provide topical advice and trends plus Valuable export insights, from mega trends in retailing worldwide to easing the path of exporting in future

The speaker line up includes ....

#### JOHN ARNOLD

**Opening Speaker** Government lobbyist, actively involved in public affairs for over 20 years, John has an in-depth knowledge of government and the political scene and has provided public affairs support to over 80 international blue chip companies, trade bodies, interest groups and local authorities. He offers high-level advice on a range of political issues including political intelligence, campaigning and strategy.

#### IVO DARNLEY, RATHBONE INVESTMENT MANAGEMENT

**World Economic Overview** Head of Charities and Specialist Institutions, Ivo was appointed an Investment Director in 1999, and to the Group Executive in 2015. He continues to specialise in the management of client portfolios.

#### STEFANO BOTTER, EUROMONITOR INTERNATIONAL

**Retail MegaTrends** Euromonitor International is the world's leading independent provider of strategic market research and has over 40 years' experience of researching international markets. They create data and analysis on thousands of products and services around the world. Their expertise is: Consumer trends and lifestyles / companies and brands / product categories and distribution channels / production and supply chains / economics and forecasting. Senior Analyst, Stefano Botter, will be exploring global Megatrends (industrial, economic and market trends which shape consumer markets) and will present case studies drawing from gardening, DIY/home improvement, homewares and home furnishings industries.

#### TIM HISCOCK, STRONG AND HERD LLP

##### Export Procedures and Compliance

Strong and Herd (S&H LLP) are widely respected consultants in all areas of International trade, providing training, consultancy and practical office solutions in importing, exporting and customs procedures to a wide variety of UK/EU companies since 1995. They provide a wide variety of training courses and guides on exporting and importing and offer business support on many aspects of international trade.

Tim Hiscock, Export Development and International Trade Adviser, has thirty years' experience in international sales management in a wide range of manufacturing sectors.

#### RICHARD TAUWHARE, DECHERT LLP

##### Legalities of International Trade for Businesses

Richard Tauwhare is MVO Senior Director in the London office of international law firm, Dechert, He advises on all aspects of international and EU trade regulations and specialises in EU single market and customs regulations, export licensing, sanctions, tariffs, and the trade-related aspects of Brexit. A former senior UK diplomat, Richard has over 35 years' direct experience of the negotiation and implementation of international and EU trade regulations.

#### SARAH CARROLL, GROW GLOBAL

##### Future for International Trade and Retail

Best selling author, Sarah Carroll, will be presenting her ideas on how to drive international growth via digital channels. Sarah is author of the Amazon UK #1 bestseller 'Grow Fast, Grow Global: 6 steps to unstoppable international growth in the digital age'. One of the world's leading experts on how to grow a business globally in this digital age, she is a digital strategist, trainer, author and speaker. Her presentation will feature expert advice on how to grow your international and global business utilising digital platforms.

Event kindly sponsored by

# glee

10-12 September 2019  
NEC Birmingham UK

Plus four companies from the garden, pet, DIY and housewares sectors present their experiences in developing exports around the world

**SPEAR & JACKSON; Brett Russell**

Manufacturer of professional garden and hand tool products for both the DIY and professional user.

**GROUP 55 (ANIMOLOGY); Stephen Turner**

Manufacturer of branded and private label animal grooming and personal care products.

**WHAT MORE UK LTD (Wham); Tony Grimshaw**

The UK brand and market leaders in plastic housewares.

**VEGTRUG; Joe Denham**

Producer of the iconic V shaped raised bed planter.

**A timely opportunity for you to network with fellow UK exporters from the gardening, pet products, horticultural, DIY & home gift and housewares sectors**

**Ask the Experts ....**

**Velta Freight;** UK freight forwarding and logistics company, providing global freight solutions including international freight forwarding, warehousing, logistics, distribution, fulfilment and e-commerce services.

**The Translation People / Cicero Translations;** provide translation and interpreting services to help companies communicate across the world.

**Strong and Herd LLP;** widely respected consultants in all areas of International trade.

**Infinity Blue Marketplaces;** Consumer trend consultancy

**GovGrant;** aims to make sure that innovation is recognised and receives the full range of available government funding. Their expertise will help you claim R&D tax relief, Patent Box incentives and capital allowances tax relief.

**Ambiente;** international consumer goods fair, organised by Messe Frankfurt.

**Department for International Trade;** government department responsible for promoting international trade across the world.

**Day delegate rate £69+VAT including lunch and refreshments.**

**Full programme and booking form attached ..**



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Registered in England and Wales No 706025 | Registered Office as above | VAT Registration No 200906018



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## PROGRAMME

|               |   |
|---------------|---|
| 09.30         | Registration, refreshments + <b>networking with Ask the Experts</b>                           |
| 10.00         | Programme commences   |
| 10.00 - 10.20 | <b>Introductions, Opening Speaker:</b> UK government lobbyist; John Arnold                    |
| 10.20 - 10.50 | <b>Export Procedures and Compliance - What You Need To Know:</b> Strong and Herd; Tim Hiscock |
| 10.50 - 11.20 | <b>Worldwide Economic Forecast:</b> Rathbones; Ivo Darnley                                    |
| 11.20 - 11.30 | Q&A with Speakers   |
| 11.30 - 12.00 | Refreshments + <b>networking with Ask the Experts</b>   |
| 12.00 - 12.30 | <b>Legalities of International Trade for Businesses:</b> Dechert Solicitors; Richard Tauwhare |
| 12.30 - 13.00 | <b>Retail MegaTrends:</b> Euromonitor International; Stefano Botter                           |
| 13.00 - 14.00 | Lunch + <b>networking with Ask the Experts</b>  |
| 14.00         | Afternoon programme commences   |
| 14.00 - 14.15 | <b>Export Case Study:</b> Spear & Jackson; Brett Russell                                      |
| 14.15 - 14.30 | <b>Export Case Study:</b> What More UK (Wham); Tony Grimshaw                                  |
| 14.30 - 14.45 | <b>Export Case Study:</b> Group 55 (Animology); Stephen Turner                                |
| 14.45 - 15.00 | <b>Export Case Study:</b> VegTrug; Joe Denham   |
| 15.00 - 15.15 | Q&A to Case Studies Panel   |
| 15.15 - 15.45 | Refreshments + <b>networking with Ask the Experts</b>   |
| 15.45 - 16.15 | <b>Future for International Trade and Retail:</b> Grow Global; Sarah Carroll                  |
| 16.15 - 16.30 | Closing Summary   |
| 16.30 - 17.15 | Further opportunity to <b>Ask the Experts</b>   |
| 17.15         | Conference ends   |



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## DELEGATE BOOKING FORM

Company Name:

Your Name + Email:

Telephone:

| Delegate Name | Job Title | Email Address |
|---------------|-----------|---------------|
|               |           |               |
|               |           |               |
|               |           |               |
|               |           |               |

Day delegate rate, including refreshments and lunch @ £69 + VAT per delegate. Free parking available at Stratford Manor Hotel.

### Methods of payment

1. **Credit or debit card** payments can be made over the telephone, call +44 (0) 1959 565 995 to do so
2. **Bank transfer**, contact us on +44 (0) 1959 565 995 for details
3. **By cheque** payable to The Federation of Garden & Leisure Manufacturers Ltd

Please return your completed form to Theresa Swann or Katie-Mai Smith at:

Email: [theresa@gardenex.com](mailto:theresa@gardenex.com) or [katie-mai@petquip.com](mailto:katie-mai@petquip.com)

Fax: +44 (0) 1959 565 885

Mail: The White House, High Street, Brasted, Kent TN16 1JE

We look forward to seeing you at this event. If you have any questions, please do not hesitate to contact us.

### Wish to stay in the area?

Stratford Manor Hotel is expected to be busy. We urge you to contact the hotel direct as soon as possible. Tel: +44 (0) 1789 731 173 <https://www.ghotels.co.uk/our-locations/stratford-manor/>.

Alternative local hotels include Chesford Grange +44 (0) 1926 859 331 ([Link to hotel](#)) and Hilton Warwick / Stratford +44 (0) 1926 499 555 ([Link to hotel](#)).