

**IFB  
2016**  
INTERNATIONAL  
FESTIVAL FOR  
BUSINESS

In partnership with



UK Trade  
& Investment

**GREAT**

BRITAIN & NORTHERN IRELAND



UK Trade  
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# IFB2016 YOUR GLOBAL MARKETPLACE

MON 13 JUNE - FRI 1 JULY 2016 > EXHIBITION CENTRE LIVERPOOL, UK

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# TOMORROW'S BUSINESS STARTS WITH IFB2016

It's the world's biggest business festival. It has, already, secured thousands of new jobs, new markets, new connections. And it's back.

**The International Festival for Business is a festival that works harder.  
A festival that thinks smarter.  
A festival that means business - internationally.**

Secure your place at the festival now. The future of your business starts at IFB2016.

## **The IFB2016 Difference**

When delegates from 100 countries come together, business opportunities and ideas flow like never before. New networks are opened. New routes to market laid down. New concepts explored. That's the IFB2016 way of working and we're ready to do it all again in June.

IFB2016 believes businesses work better when they share ideas. We invite you to meet your new markets, in Liverpool this summer.

**The future of business starts with IFB2016. Be there.**

**[www.ifb2016.com](http://www.ifb2016.com)**



"Britain is open for business, so for anyone involved in enterprise, the International Festival for Business is the place to be. Make sure you're there to make the most of it."

**Rt Hon David Cameron MP**  
British Prime Minister





## IT'S ABOUT INVESTMENT

The numbers speak for themselves. During IFB2014, £300m worth of commercial outcomes were secured.

For three exciting weeks in June, IFB2016 will see the world's most influential business leaders, entrepreneurs, free-thinkers and investors come together.

**Can you afford not to be there?**

## IT'S ABOUT INSPIRATION

With its mix of motivational keynotes, invaluable networking opportunities and inspiring showcases, IFB2016 celebrates new ways of doing business: About thought leaders sharing their insights: About exploring new possibilities.

**What innovations could help shape the future of your business?**

## IT'S ABOUT BUSINESS

Wherever you're based, IFB2016 offers an unequalled opportunity to put your business on the world's stage. It's about opening up new markets, showcasing the UK as a global business hub and as a shrewd place to invest in.

**By bringing people together, IFB2016 gives the spark required to ignite growth.**

**What could it do for your business?**





# INTERNATIONAL FESTIVAL FOR BUSINESS 2016

Taking place in Liverpool this June, the International Festival for Business 2016 promises to be the world's leading business event this year.

## Festival Highlights

- Over **30,000 delegates** from the UK and around the world
- **80 high quality events** taking place over three themed weeks
- Focus on manufacturing, energy & environment and creative & digital
- **'Meet Your Future Deal'**: 6,000 one-to-one appointments with suppliers, buyers and investors
- More than 1,000 appointments with specialist advisors, taking you through every step of the export journey
- Live export and investment opportunities
- Large-scale networking receptions
- The Blue Skies speaker programme will bring globally renowned leaders to share their stories, inspire and energise

## GREAT British Showcase

Presenting Britain as a cutting edge centre of excellence, the GREAT British Showcase is an exhibition of the latest UK innovations and products. Alongside will be the Exporting is GREAT 'Export Hub' and the Investment Showcase, illustrating the UK as the go-to place to do business.

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### World Class Events

80 international events: speakers that include heads of state, professors, CEOs of multinational corporations, innovative entrepreneurs and Nobel Laureates alongside acclaimed business leaders and economic specialists, working together to make sure you are equipped to do exactly the right deals for your business.

### Specialist Advice

'Meet Your Specialist Advisor' and access bespoke advice from market research to tax and the tender process to logistics from such dependable sources as the UKTI, PWC, HSBC, British Library, Intellectual Property Office, London Stock Exchange and many more.

### Business Club Benefits

Business Club members will benefit from a state-of-the-art digital matching service to pair you with the company that best fits with your growth strategy. Other Business Club benefits include:

- 'Get Fit for IFB2016', a programme of free webinars and resources that will ensure your business builds a solid foundation from which to support your export ambitions.
- Export 'health check', helping you identify opportunities and select the right target markets for your products and services.

Find out more about the free benefits of the **Business Club** at [www.ifb2016.com/ifb-business-club](http://www.ifb2016.com/ifb-business-club)





**Above, UKTI International Food and Drink Summit at the International Festival of Business held at Knowsley Hall on 3 July 2014.**

Sisters Lisa Tse and Helen of Sweet Mandarin clinched a deal with El Corte Ingles, a department store chain in Spain, to sell their product in 75 stores across Spain.

## BUILDING ON SOLID FOUNDATIONS

IFB2014 exceeded everyone's expectations. It delivered thousands of new contracts, secured millions of pounds worth of new deals and created more than 10,000 new jobs, providing the perfect foundation to build on – and the next chapter starts right here.

### But we're not standing still.

IFB2016 will challenge what's gone before and question the conventions of business thinking. How can we work better, together? From TedX to the WiFi Global Congress, the world's biggest festival of its kind invites the world's most radical thinkers to answer the most important business question of them all:

### What next for my business?



# FROM THE UK TO THE WORLD

A truly global event, IFB2016 brings together businesses from every continent, from start-ups and multinationals, from innovators and investors. It is truly a business event without borders.

Reaffirming its commitment to global trade, IFB2016 sponsored this year's World Chambers Congress, reaching out to global delegates from over 120 countries.

"IFB2016 is well-positioned to bring together worldwide businesses to debate emerging issues, to spearhead new ways and opportunities of growing and most importantly, to do deals," said Ian McCarthy, Festival Director of IFB2016.

A dedicated trading floor will see experts from across the world come together to explore how, by forging new relationships, we can all benefit through new trade and investment.

A festival of international reach and significance, IFB2016 will encourage collaboration, investment and connections the world over. It is an unmissable showcase for bilateral trade, ideas and investment.

**Looking to go global? IFB2016 offers the chance to**

- Gather essential market and sector intelligence
- Meet international delegates and decision makers
- Witness world class events and workshops
- Share ideas and strengthen contacts



Britain developed the world's first commercial nuclear reactor and leads advanced research in nuclear fusion.

# THE FUTURE OF BUSINESS STARTS HERE

At its core, IFB2016 is a festival where connections are forged. Whether you're a business owner, a strategic thinker or an investor, IFB2016 is the perfect environment to form partnerships that can supercharge tomorrow's business.

It achieves this by programming a series of three themed weeks, each sharply focused on a growing business sector: Manufacturing, Creative and Digital, Energy and Environment.

Each themed week sees a series of talks by thought leaders and game changers, displays of the best and brightest new products and plenty of opportunities for networking with global contacts - both formally and informally, in the vibrant host city of Liverpool.

**The result? Tangible, measurable commercial outcomes. New deals. Accelerated Growth.**

[www.ifb2016.com](http://www.ifb2016.com)



# GETTING FIT FOR IFB2016

Join the Business Club and you will get more than the best opportunities at the festival itself. You also gain access to a whole host of services in the run up to IFB2016.

Our Get Fit for Business programme is completely free and will give Business Club members all the preparation they need in order to get the most from IFB2016, with exclusive webinars and resources that will prepare them to take the next step to growing their businesses.

You will receive invitations to tailored events and online resources to guide you through the export puzzle essential information and the background that will help to ask the right questions of the right connections when they arrive at the festival.

To make the most of Get Fit for IFB2016, join the Business Club at [www.ifb2016.com/ifb-business-club](http://www.ifb2016.com/ifb-business-club)

## SPECIALIST ADVICE

IFB2016 Business Club membership entitles you to an exclusive opportunity to gain free, professional advice from leading industry experts during the festival. Experts in a range of sectors will guide you through the export journey or whichever aspects of trade will support you best, via one-to-one appointments.

Specialist advice is available in a range of areas, with IFB2016 specialist advisers including the following:



- Small business networking and advice



- Increase customer base and specialist export documentation



- Market research data services
- Intellectual property services



- Overseas market advice



- Business accounting and finances



- Banking advisory and finance



- Legal advice



- Marketing advice



- Funding, collaborations & resources



- International tender finding, with translation



- Academic knowledge, research and collaboration



- European market advice and funding



- Freight and logistics




- Growth through IPO and raising equity finance

Join the Business Club to access **'Meet Your Specialist Advisor'** at [www.ifb2016.com/ifb-business-club](http://www.ifb2016.com/ifb-business-club)





 Bombardier Belfast's unique advanced composites process used to manufacture the C Series aircraft wings is a step change in aircraft wing technology.

# YOU MAKE IFB2016

**Help shape the world's biggest and best business festival.  
Get involved. Here's how.**

Delegates make IFB2016. At heart, we're a festival celebrating what happens when people come together to do business. We also celebrate ideas, begin conversations and lay down the foundations for the way we'll do business, tomorrow.

## **An International Perspective**

Globalisation affects us all. So how can we work smarter in a business world without borders?

From EU neighbours to emerging markets, IFB2016 is forging the connections that matter - connections you can plug into in 2016. Nearly seven in 10 UK companies plan to trade with China in the next two years. If this sounds like you, our International partners - and their contacts - can help.

By attracting senior trade and investment delegations to the festival and offering invaluable insider knowledge for businesses with global ambition, our international partners could be your passport to accelerated growth in some of the world's most exciting territories. Talk to us. Wherever you've set your sights, our international partners speak your language.

[www.ifb2016.com](http://www.ifb2016.com)





# MEET YOUR FUTURE DEAL

## Register for business brokerage - reap the rewards

IFB2016 will see the world's biggest-ever **'Meet Your Future Deal'** event, which will introduce you to potential buyers, suppliers and investors – and IFB Business Club members can jump to the front of the queue. Tell us who you're looking for to take your business to the next level – and we'll do the hard work for you. We'll trawl through thousands of potential investors, buyers, innovators, technology partners and suppliers and schedule invaluable one-to-one meetings in Liverpool, this summer.

It's smarter networking. If you're a supplier, you can be confident that you'll meet businesses that are specifically looking to buy or invest in the products and services you provide.

With more than **6,000 'Future Deal'** meetings on offer, making the right connection for your business is simple:

**Join the IFB Business Club for free today at [www.ifb2016.com](http://www.ifb2016.com)**



"There were some fantastic deals struck at IFB2014, £280million worth of investment and deals were made there. That's the point of having something like the International Festival for Business. It gets deals done."

**Sarah Wood**  
COO & Co-Founder, Unruly





# GET INVOLVED: BECOME AN IFB2016 SPONSOR

## Work with us to build an even better festival

Make a bigger splash: Showcase your business. Highlight your story. Win lucrative new contracts. When you're centre stage, anything could happen.

Whether you're supporting one of the festival's events, chairing a dinner or scheduling a VIP speaker at a high profile talk, sponsorship gives your organisation a ringside seat at one of the world's premier business events - an unrivalled opportunity to bring your brand to the world.

IFB2016 will have a number of main partners and supporters. All of these organisations are committed to the festival's core purpose of supporting the growth of UK businesses.

Benefits to partners and supporters include the following:

- Speaker opportunities at premium events
- Branding at key festival sites
- Access to IFB2016 social media channels
- Free tickets to IFB2016 events
- Communication opportunities with our Business Club members and much more...

Talk to us to see how IFB2016 presents an unmissable opportunity to raise your business profile. Sponsors already benefiting from the exposure only IFB2016 can bring include:

FESTIVAL  
PARTNERS



HSBC



BT

MEDIA  
PARTNERS



Bloomberg

THE TIMES  
THE SUNDAY TIMES

FESTIVAL  
SUPPORTERS



ARUP



DLA PIPER

DONG  
energy

Heathrow

pwc

SIEMENS

FESTIVAL FRIENDS



MEDIA  
SUPPORTERS



PHILANTHROPY  
PARTNER



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# UK DELIVERY PARTNERS

IFB2016 is working with a number of key partner trade and membership organisations that are helping to shape the festival's content and spread key messages across their membership networks.



# INTERNATIONAL DELIVERY PARTNERS

These organisations are working in partnership with the International Festival for Business, attracting senior level, trade and investment delegations to the festival and by providing assistance to businesses that have the ambition of securing international trade and Investment opportunities overseas.





# LIVERPOOL IS OPEN FOR BUSINESS

## Easy to get to. Hard to leave. Welcome to your host city.

Liverpool has always been a shrewd city to invest in. It's what made us. We're at the heart of a thriving UK economy worth £150 billion. With IFB2016 approaching, we focus on the three sector themes of Manufacturing, Energy & Environment and Creative & Digital.

Manufacturing is in our blood. At Jaguar Land Rover's plant in the region, the world's most in-demand car, the Range Rover Evoque, is produced and exported around the globe; the plant produces a car every 77 seconds. Niche sports car maker, BAC also produces its award-winning Mono from a local base.

Home to an integrated network of top global suppliers, from bespoke vehicle producers to OEM/lower tier suppliers and suppliers to the service industry, Liverpool keeps on moving.

Liverpool City Region is a Centre for Offshore Renewable Engineering (CORE) - one of six nationally. Attracting DONG Energy, H2 Energy and Clarke Energy Liverpool provides major commercial opportunities in low carbon goods and services, energy and heat networks and modal shift in transport. We are a major European centre for the production of biofuels and possess unique assets in hydrogen production and distribution.

As a forward thinking city, our creative and digital sector is creating commercially successful digital products for global brands. These include award winning film, computer games, design, animation and VR content. The Baltic Triangle is home to a renowned digital cluster and hosts the Studio School, where the next generation of entrepreneurs, developers and technicians learn their craft.

Liverpool is a great place to do business. To explore investment opportunities in Liverpool City Region make an appointment with one of our Invest experts at the Host City stand during IFB2016 on [investappointments@ifb2016.com](mailto:investappointments@ifb2016.com)

We'll also be running Investor tours focussing on the Festivals sector themes of Manufacturing, Energy & Environment and Creative and Digital. To find out more and to book a place please contact

[investortours@ifb2016.com](mailto:investortours@ifb2016.com)  
[www.invest-liverpool.com](http://www.invest-liverpool.com)

@investliverpool





# LIVERPOOL AFTER HOURS

## A spectacular city with a warm heart. Welcome to Liverpool.

Liverpool, embodies the modern British city with an iconic and international renowned culturing offering. Our welcome is legendary, recently voted the friendliest city by readers of Conde Nast's Traveller magazine.

Our story starts on the Waterfront, part of the UNESCO World Heritage site, recent winner of England's Great Places Award and home to IFB2016's Exhibition Centre. From here, world-class shopping, fine dining and magnificent architecture awaits.

Our year as European Capital of Culture confirmed what every visitor to the city knows: we've got more than our fair share of old masters, vibrant theatres and cutting-edge galleries including Tate Liverpool, Empire Theatre, the Museum of Liverpool as well as an unrivalled music scene, with headliner gigs at the Echo Arena, pitch-perfect classical performances at the Philharmonic Hall, the Beatles inspired Mathew Street scene or the understated cool of Camp and Furnace.

Then there's Liverpool Biennial, the UK's biggest free festival of newly commissioned contemporary art which takes place between July and October 2016, bringing a mesmerizing array of art to the city's public spaces, galleries and online.

Famous for a love of shopping Liverpool ONE, Metquarter and Bold Street are full of fashion brands, cool independent boutiques, swanky cafés and restaurants, and after a hard day's networking, we're ready to entertain!

[www.visitliverpool.com](http://www.visitliverpool.com)

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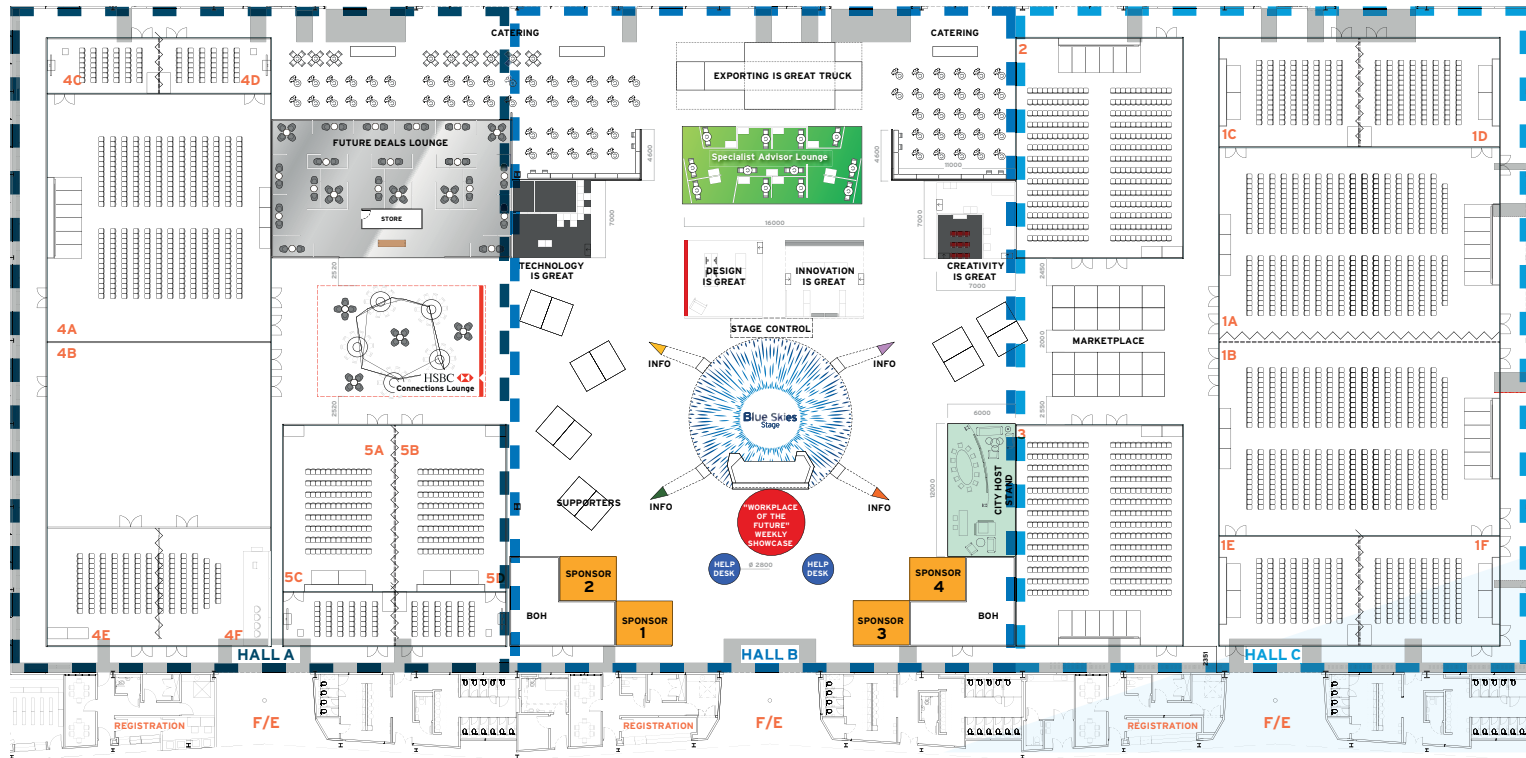
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Download the Its Liverpool App to start planning your trip

[www.itsliverpool.com/app/](http://www.itsliverpool.com/app/)



# IFB2016 FLOOR PLAN



## HALL A

Hall A features the UKTI UK investment opportunities showcase, which is available to all delegates attending the festival. Attendees will also find the HSBC Connection Lounge as well as the Future Deals Lounge, which, with 6,000 face-to-face appointments, hosts the world's largest 'meet the buyer' event along with opportunities to meet potential investors, suppliers and innovation partners. There is also a network of four major event auditoriums and a further four breakout rooms.

## HALL B

As delegates enter the festival they will be welcomed into Hall B - or as we like to call it, the GREAT Hall - home to the Blue Skies Stage. The most inspirational and cutting-edge speakers from a range of fields will be sharing their ideas.

Delegates will also find the four GREAT exhibition pillars, which make up The GREAT British showcase. This showcase will highlight the very best and most innovative products the UK has to offer.

Also located in the GREAT Hall is the Specialist Advisors Lounge, the Exporting is GREAT truck, festival partner and supporter stands and the Host City stand, which will showcase the unique features of the host city region.

## HALL C

Hall C features major event auditoriums and breakout rooms. The main auditorium will host the opening of the International Festival for Business 2016 and preview the forthcoming highlights of the events programme.

Also in this hall, delegates will be able to benefit from the IFB2016 Marketplace, a collection of 20 trade stands at which business can network freely together.





# IFB2016 - WHAT'S ON

**MANUFACTURING WEEK - MONDAY 13 - SUNDAY 19 JUNE 2016**

ORGANISATION	EVENT	DATE
 	Official Opening Of The International Festival For Business 2016	13 JUNE 2016
 	IFB2016 Opening Gala Dinner in partnership with Horasis	13 JUNE 2016
	Spy Tools: Next Generation Red Teaming	13 JUNE 2016
 	GREAT British Showcase	13 JUNE - 1 JULY 2016
	Accelerating Food and Drink through online channels	13 JUNE 2016
	How Can the UK Win the Global Productivity Race	14 JUNE 2016
	COBCOE Make Europe Work!® Trade Conference	14 JUNE 2016
	Challenges facing the 21st Century Aerospace Sector	14 JUNE 2016
	Made in Britain, Loved by the World	14 JUNE 2016
	Global Economic Forum 2016	14 - 15 JUNE 2016
	HSBC Trade Exchange	15 - 16 JUNE 2016
	INVESTINBLUE 2016	15 - 16 JUNE 2016
	UK ABC - ASEAN Manufacturing	15 JUNE 2016
	FDEA Summer Network Forum & Meet The Buyer	15 JUNE 2016
	Emerging Technologies in Automotive	15 JUNE 2016
	UK Trade & Export Finance Conference 2016	15 JUNE 2016
	International Opportunities In Chemicals	16 JUNE 2016
	Meet Your Global Network	16 JUNE 2016
	Creative Development of Business Ventures using Lego Serious Play	16 JUNE 2016
	International Waterfront Forum 2016	16 - 17 JUNE 2016
	Elite London Stock Exchange Dinner and Conference	16 JUNE 2016
	Enterprise Europe Network Brokerage Event	16 - 17 JUNE 2016
	Diversity Magazine's Annual Diversity and Inclusion Conference	17 JUNE 2016
	UKTI & Insider 'Manufacturing Bites' Event	17 JUNE 2016
	Made In The UK Awards & Dinner	17 JUNE 2016
	UK ABC - The UK's place in the Asian Century	17 JUNE 2016

**ENERGY AND ENVIRONMENT WEEK - MONDAY 20 - SUNDAY 26 JUNE 2016**

ORGANISATION	EVENT	DATE
	From Northern Powerhouse to Global Markets	20 JUNE 2016
	Building the case for Energy Efficiency	21 JUNE 2016
	Future Government Policy and Thinking in Energy	21 JUNE 2016
	Oleofuels 2016	21 - 22 JUNE 2016
	International Property Forum	21 - 22 JUNE 2016
	Industry in UK	21 - 22 JUNE 2016

[www.ifb2016.com](http://www.ifb2016.com)



## ENERGY AND ENVIRONMENT WEEK - CONTINUED

ORGANISATION	EVENT	DATE
	Creative Development of Business Ventures using Lego Serious Play	21 JUNE 2016
	Operational Excellence in Mechanical Engineering	21 JUNE 2016
	International Opportunities in Oil and Gas	21 JUNE 2016
	Spy Tools: Next Generation Red Teaming	21 JUNE 2016
	UK ABC - Energy and Environment Opportunities	22 JUNE 2016
	International Circular Economy, Resource Efficiency and Eco-innovation	22 JUNE 2016
	International Opportunities In Nuclear Energy	22 JUNE 2016
	British Library Business and IP Centre: Inspiring Entrepreneurs	22 JUNE 2016
	10th International Banking and Finance Forum	23 - 24 JUNE 2016
	International Shale Conference 2016	23 - 24 JUNE 2016
	CXO Conference 2016	23 JUNE 2016
	International Opportunities In Renewable Energy	23 JUNE 2016
	Europe Corporate Games	23 - 27 JUNE 2016
	International Maritime Trade Conference	24 JUNE 2016
	International Opportunities In Aid Funded Business	24 JUNE 2016

## CREATIVE AND DIGITAL WEEK - SUNDAY 26 - FRIDAY 1 JUL 2016

ORGANISATION	EVENT	DATE
	TedX The Future: We Will Create!	26 JUNE 2016
	International Opportunities In Music	27 JUNE 2016
	Global Event Tech	27 - 28 JUNE 2016
	Wi-Fi Global Congress 2016	27 - 30 JUNE 2016
	Pay360 Digital Payments	27 - 28 JUNE 2016
	Financing Collaborative R&D in the Creative Sector	28 JUNE 2016
	International Opportunities in Gaming and Digital	28 JUNE 2016
	Spy Tools: Next Generation Red Teaming	28 JUNE 2016
	UK ABC -Innovate ASEAN	29 JUNE 2016
	Gateway2Finance	29 JUNE 2016
	Gateway2Digital	30 JUNE 2016
	International Opportunities in Experience Economy - Bloolooop	29 JUNE 2016
	Global Sports Project	30 JUNE 2016
	The International Festival For Business 2016 Closing Dinner	30 JUNE 2016
	Accelerate 2016	1 JULY 2016

# REGISTER TO ATTEND IFB2016 TODAY

## HOW TO REGISTER

Joining is easy, simply fill in the registration form online at [www.ifb2016.com](http://www.ifb2016.com). We'll speed your application through and hold your details on our database, allowing us to match your business with delegates, buyers, investors and company owners of interest to you.

## KEY CONTACTS

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BUSINESSINSIDER



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PARTNER



Mayor of  
Liverpool



European Union  
European Regional  
Development Fund



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