

THE COUNCIL OF BRITISH CHAMBERS OF COMMERCE IN EUROPE



EVENT PARTNERSHIP OPPORTUNITIES

We need to talk about... The Global Future of Business

COBCOE Conference
International Business Festival 2018
Tuesday 12 June 2018
and
COBCOE Reception
Monday 11 June 2018



20
18
INTERNATIONAL
BUSINESS
FESTIVAL



Contact:

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Partnership opportunities

There is an opportunity to support:

- COBCOE conference 'We need to talk about... the Global Future of Business' at the International Business Festival Tuesday 12 June 2018 and pre-conference Reception on Monday 11 June 2018

About the COBCOE conference

We need to talk about... the Global Future of Business

Senior representatives of the UK Government will take part and will be announced closer to the date. Other speakers are now being confirmed.

Major changes are coming our way and we will all be affected. In addition to changing global trade patterns, Brexit and the rise of Eastern Europe, technology is revolutionising work and the way we do business.

The purpose of this conference is to help businesses plan for a prosperous future. We will bring together senior representatives from government and business so they can share their understanding of future changes and their strategies for their respective fields through a combination of speeches, panel discussions and interactive Q&A sessions.

To begin, there will be a keynote panel discussion setting out the UK Government's position. It will cover Brexit negotiations, outline the approach to future trade deals, export policy and industrial strategy, and look at how the UK will remain at the forefront of the global economy.

This will be followed by discussions with business leaders and key diplomats from across Europe and the rest of the world.

The conference will also cover:

- The UK's role as a global springboard in harnessing opportunities in global markets, including Emerging Europe, the Commonwealth, China and the USA
- Trading internationally, surmounting barriers and borders amid changing global

trade patterns and the changing geopolitical landscape

- Steps needed for European companies and economies to be competitive in the global marketplace, including access to finance, closing the skills gap and creating a regulatory framework that is fit for purpose
- Driving the continued relationship with our closest partner, the European Union

Throughout the conference, the following topics will be highlighted

- Brexit as a catalyst for change
- UK Business (Trade Organisations discuss how to prepare for the changes)
- European Business (Effects of Brexit and the need to develop a competitive edge)
- The Ultimate Brexit Trade Agreement
- What is the strategy for driving competitiveness, growth, productivity FDI and not just frictionless trade?
- Reshaping the supply chain and changing how we work
- Skills, growth industrial strategy
- CEE – from poor relation to industrial powerhouse

Tickets for the event cost £150 plus UK VAT.

Partners will receive a number of free tickets to either or both events.

We need to talk about

'The Global Future of Business'



COBCOE Conference
12th June 2018
Exhibition Centre
Liverpool



20 INTERNATIONAL
18 BUSINESS
FESTIVAL

About the International Business Festival

The festival takes place in Liverpool on nine days over three weeks from 12 June to 28 June 2018. Each day has a different theme:

- Tuesday 12 June - Global Economics
- Wednesday 13 June - Urbanisation & Cities
- Thursday 14 June - Sustainable Energy
- Tuesday 19 June - Future Transport
- Wednesday 20 June - Manufacturing
- Thursday 21 June - Global Logistics & Shipping
- Tuesday 26 June - Health & Life Sciences
- Wednesday 27 June - Creative Industries
- Thursday 28 June - Sport, Culture & Travel

This will be the third edition of this unique gathering which takes place every two years. In 2016, the festival welcomed more than 30,000 visitors from around the world and is this year expected to attract at least 3,000 people per day.

A celebration of business, this year's festival will feature an international marketplace at which COBCOE is planning a European stand, TED style talks from leading business minds, an innovation hub and brokered business meetings.

The Exhibition Centre Liverpool, opened in 2016, is a state-of-the-art event complex on Liverpool's picturesque waterfront. There will be a rich and varied cultural programme for delegates to enjoy while in Liverpool, a former European Capital of Culture.

The festival is sponsored by the main partners HSBC, DWF and British Airways. Media partners are BBC Worldnews and BBC.com.

COBCOE Trade Conference at the International Business Festival 2016

Over 150 business representatives attended our Make Europe Work! Conference in 2016. Joe Anderson, the Mayor of Liverpool, welcomed visitors and Lord Billimoria CBE DL delivered the keynote address.



About the COBCOE Reception

The COBCOE Reception will take place on 11 June at the Liverpool World Museum. It will provide a private view of the Terracotta Army exhibition especially brought to Liverpool to celebrate 10 years since Liverpool was named European City of Culture. This very special event is open to select guests, corporate partners, board members and staff teams of our network of member chambers across Europe including UK.

Space is limited and the cost per person is £100 including UK VAT.

Partners will receive a limited number of free tickets.



Who will attend?

- Business leaders from around Europe, representing a broad range of service providers and industrial sectors, some of whom are partners or supporters of COBCOE
- Board members and senior staff of international chambers of commerce, business associations and professional bodies
- Dignitaries, diplomats and government officials involved with international trade

At the COBCOE Reception

- Banner and literature displayed at the event
- Formal acknowledgement in welcome address
- Opportunity to address their guests
- Free tickets to the reception and the conference (number to be determined)

Event partnership opportunities and benefits

At the COBCOE conference:

- Banner and literature displayed at the conference/event
- Opportunity to be on a panel/ address their guests
- Free entry to the event for a limited number of people (normally £150 plus VAT for visitors from the UK)
- Branding on conference programme/event invitations
- Formal acknowledgement in welcoming address and closing speeches at the event

Before and after the conference:

- Partnership announcement on COBCOE website news page and social media
- Branding and special mention on all conference marketing, including email invitations, website event page, newsletters, and any other relevant notices or additional materials leading up to and following the event
- Opportunity to contribute to or advertise in the International Business Festival issue of COBCOE Make Europe Work! Magazine free of charge
- Web and social media activity and marketing from the point of agreement
- COBCOE Event Partner status from the signing of agreement to the end of the year, featuring a profile page on the COBCOE website

Partnership Fees

- Cost of conference partnership: £4,500 plus UK VAT

To find out more or discuss your requirements

- Please contact:
- Anne-Marie Martin, COBCOE Chief Executive, by email
- anne-marie.martin@cobcoe.eu or by calling our London office on +44 207 680 9122.
- Links for more information:
 - About COBCOE – visit our website www.cobcoe.eu
 - About the COBCOE conference – [Eventbrite page](#)
 - About the International Business Festival - www.internationalbusinessfestival.com

About COBCOE

COBCOE is the membership organisation for British chambers of commerce and business associations in Europe and is the International Business Festival International Partner for Europe. Founded in 1973 as Britain was joining the European Economic Community, COBCOE has become recognised as a driving force and facilitator of international trade and business. Today, we unite business communities across Europe and beyond. Our members represent some 12,000 businesses in over 30 countries, creating the only independent pan-European British business network.

A further 50 chambers of commerce and other non-profits are affiliated to COBCOE. These include UK-based chambers of commerce, British chambers of commerce located outside Europe and other membership organisations and professional bodies that promote international trade and business.

Working with our members, we help break down barriers to international trade through practical support, representation and thought leadership, and by creating business opportunities and value for the members of the chambers of commerce in our network.

