

Globalisation Strategies for Medium Enterprises

Thursday 7th June 2007

Great Hall Institute of Chartered Accountants

Moorgate Place, London EC2P 2BJ

The Event

Research tells us that the majority of medium sized enterprises in the UK are not engaging with globalisation in any way. Yet many report that they are already facing competition from global organisations. Ironically, it is medium-sized enterprises that have the structure and resources to execute a globalisation strategy, and are fleet of foot to respond to changing market conditions.

Is your organisation missing out on the opportunities that globalisation brings? Is your business a winner or a loser in the globalisation stakes?

This **Globalisation Strategy for Medium Enterprises** event has been developed as a special briefing, aimed at helping senior executives in medium enterprises who wish to learn how to develop a globalisation strategy for their organisation.

The briefing will cover;

- **Why globalisation is a real opportunity for medium sized companies**
- **How to develop a globalisation strategy for your business**
- **What support is available for your globalisation strategy**

This event will discuss what steps your organisation needs to take to develop a globalisation strategy. How to audit your organisation's strengths and weaknesses with reference to globalisation and what resources are available to help you achieve a successful outcome.

Benefits of attending the event:

- **Opportunity to listen to successful globalisation strategies**
- **Understand how to audit your organisations strengths and weaknesses when looking to develop a globalisation strategy**
- **Hear the Policy makers approach to globalisation**
- **Access best practice thinking on how medium sized companies can maximise the benefits of globalisation**
- **Develop a globalisation strategy for your own organisation**
- **Networking opportunities with other M Executives**

Attending **Globalisation Strategies for Medium Enterprises** presents an excellent opportunity for you to assess your organisation's readiness to compete and the steps you need to consider when planning a globalisation strategy.

It is also an opportunity for you to learn from the experiences of companies who have developed a successful globalisation strategy, often after critical setbacks.

**To book your place please contact Lauren Bridgen :
tel. 020 7920 8573 or email: lauren.bridgen@icaew.com**

The Programme

8.15 – 8.45	Registration
8.45 – 8.55	Welcome and programme for the morning <i>Paul Druckman – Chairman M Institute</i>
8.55 – 9.25	Globalisation and the medium business: how, why and with whom? <i>Jyoti Banerjee – Co-founder M Institute</i> Medium businesses have a real opportunity to take advantage of the global economy but are also exposed to new challenges. What sort of strategies do you need to get your organisation in shape to take on globalisation?
9.25 – 9.55	Medium business globalisation case study <i>Stuart George--Finance Director Audio Partnership</i> An opportunity to hear the experiences of a company who has developed a successful globalisation strategy. What worked, what didn't, what are the pitfalls and how has the strategy affected the company's overall direction and profitability?
9.55 – 10.10	Refreshment break
10.10 – 10.40	Government Support for globalisation <i>Speaker from DTI/Treasury/ UKTI</i> How can the policy makers help medium sized companies take advantage of the opportunities available from globalisation, what help is available and what future plans does government have?
10.40 – 11.10	Action plan formulation <i>Session leader Deepak Mahtani - MD Winning Communications Partnership Ltd</i> An opportunity to review the globalisation readiness of your own organisation. What strengths does your organisation have? What are the constraints that prevent you from currently benefiting from globalisation?
11.10 – 11.40	Globalisation strategies panel discussion <i>Panel chaired by Deepak Mahtani - of Winning Communications Partnership Ltd</i> <i>Panel members, all speakers from the event</i> Your opportunity to ask questions of all the speakers from the morning's event
11.40 – 12.00	Networking Opportunity Event sessions are completed, an opportunity to network with other leaders of M Businesses
12.00	Event ends