

Sizzling Southeast Asia Roadshow

Roundtable Events across the Midlands Engine Region

West Midlands - Wednesday 10th October, University of Warwick,
Warwick Conferences, Scarman, CV4 7SH

With a population of more than 600 million and a nominal GDP of £1.9 trillion, ASEAN (the Association of Southeast Asian Nations), made up of Brunei Darussalam, Myanmar, Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand and Vietnam, is fast becoming a major economic force in Asia and a driver of global growth.

As the economies of neighbouring China and India decelerate the region is increasingly becoming a destination for export opportunities.

ASEAN is the 6th largest economy in the world, has the 3rd largest labour force and at current growth rates ASEAN is expected to become the fourth largest market after the EU, U.S. and China by 2030. This is supported by an increasingly well-educated workforce, abundant natural resources and favourable geographic location.

Join us across the Midlands at one of our three sizzling Southeast Asia events showcasing the opportunities in this vibrant and dynamic region along with expert advice on doing business in ASEAN from seasoned professionals.

Wednesday 10th October:

9:00 – 9:30	Registration and networking	All
9:30 – 9:45	Welcome and Introductions	Paul North UK ASEAN Business Council
9:45 – 9:55	Brief on Department for International Trade	Ian Harrison Head of Exports - Midlands Regions, Department for International Trade
9:55 – 10:30	ASEAN “A Community of Opportunities”	H.E. Antonio M. Lagdameo Philippines Ambassador to UK Ketsuda Supradit Minister (Economic and Finance) for UK and Europe, Royal Thai Embassy in London
10:30 – 10:50	Our ASEAN export journey	Dan Day Founder and CEO, Invisible Artists
10:50 – 13:00	Roundtable Discussions: (20 minutes each) 1. How to enter the ASEAN markets 2. International capabilities and support, in ASEAN 3. Protecting your IP in ASEAN 4. Do I need to speak the lingo? 5. Exporting is Great 6. ecommerce	Geoff Charlesworth UK ASEAN Business Council Graham Watts, International & Working Capital Director at Santander UK Simon Cheetham, Team Leader, IPR SME Helpdesk Language & Culture Adviser, Department for International Trade Trade Adviser, Department for International Trade Digital Trade Adviser, Department for International Trade
13:00	Networking Lunch	
14:00	Event close	