



Register online at
www.bpfevents.co.uk

DATE

Tuesday
14th May 2013
10.00am

LOCATION

BPF House
6 Bath Place
Rivington Street
London
EC2A 3JE

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www.bpfevents.co.uk

PRICE

Free Event

Insight to Export

A BPF Members Seminar

Join us for
the full day
or half day,
its up to
you!

2 Sessions Available!

- Exploring Web Optimisation
- Brazilian Export Opportunities



Presentations by ...



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**UK
TRADE &
INVESTMENT**





Insight to Export

2 Sessions Available!

A BPF Members Seminar

The British Plastics Federation would like to invite members to a **FREE** of charge morning and/or afternoon seminar aimed at those in the plastics industry who are Interested in or are currently exporting. The morning seminar features a master class on *Website Optimisation for International Trade* followed by an afternoon seminar on *Brazil: Opportunities for UK Plastics Companies*.

Website Optimisation for International Trade

Morning Seminar Programme

- 10:00** **Registration & Refreshments**
- 10.25** Chairman's Introduction - *Stephen Hunt, British Plastics Federation*
- 10.30** Masterclass- Optimising your website for international trade - *Sarah Carroll, UKT&I Export Communications*
- *Are you ready to go international?*
 - *International web Opportunity*
 - *Are you invisible on the international web?*
- 11.20** **Tea/Coffee break**
- 11.35** • *How to build an international website*
- *Website Optimisation*
 - *International web opportunity*
 - *Implementing and planning*
- 13.00** **Networking Lunch and close**

Brazil: Opportunities For UK Plastics Companies

Afternoon Seminar Programme

- 13.45** Chairman's Introduction - *Colin Brookes, Boston Matthews*
- 13.50** Business Culture in Brazil - *Richard Harrison, Portuguese Language Services*
- 14.50** Market Overview - *Paul Eadie, UKT&I Latin America Expert*
- 15.30** **Tea/Coffee break**
- 15.45** Dealing with the Brazilian Tax Authorities - *David Field and Zoe Wyatt, Grant Thornton LLP*
- 16.15** **Round up and close**

For more information visit www.bpfevents.co.uk

Speakers Biographies



Sarah Carroll - UK Trade and Investment Export Communications

Sarah Carroll is fuelled by her passion for languages, culture and communicating globally, Sarah Carroll has founded three businesses. The first is Grow Global (www.growglobal.com), a niche business consultancy supporting companies looking to attract more international customers from new international markets. We help companies win more business & increase their revenue, whether through importing, exporting or serving multicultural customers at home. As part of this work, Sarah is an Export Communications Consultant registered with the UK Government's Trade and Investment.



Richard Harrison - Blue Star Language Services

Richard Harrison. Is an experienced Portuguese language specialist of British parentage. Born and raised in Brazil but have spent most of his adult life based in Britain. He recently enjoyed a two year period living and working in Brazil. He has a BSc in Electrical Engineering, an MBA and First Class Language qualifications obtained with Westminster University in 2003. He is completely at home in both Portuguese and English. For those who are unaware, there is a significant difference in accent between the spoken word in Brazilian Portuguese and Metropolitan (Iberian) Portuguese.



Paul Eadie - Latin America Expert, UKT&I

Paul ran a successful family business until its takeover in 1991 after 26 years during which he helped to transform it into a public Company. In 1994 he became the DTI Export Promoter for Brazil and in the millennium Honours list was awarded an MBE for services to exports to Brazil. In 2001 he became the Brazil Market Adviser within Canning House TBS (Formerly known as LATAG, the Latin American Trade Advisory Group, on which he served between 1985 and 1994). Paul was engaged in January 2005 to act as Latin American Market Adviser on behalf of UKTI in the Northwest. Paul has led over 40 Trade Missions to Latin America as well as at least 15 to Eastern Europe. Paul speaks French, German, Spanish, Italian and Brazilian Portuguese fluently as well as some basic Greek and Russian.



David Field - Grant Thornton LLP

David Field is an international tax manager at Grant Thornton where he has worked for 8 years. He specialises in assisting businesses operate internationally and has particular expertise in assisting clients operating and setting up in BRIC countries. He has assisted several clients in managing the considerable tax barriers in Brazil and maximising their return on investment into Brazil.



Zoe Wyatt - Grant Thornton LLP

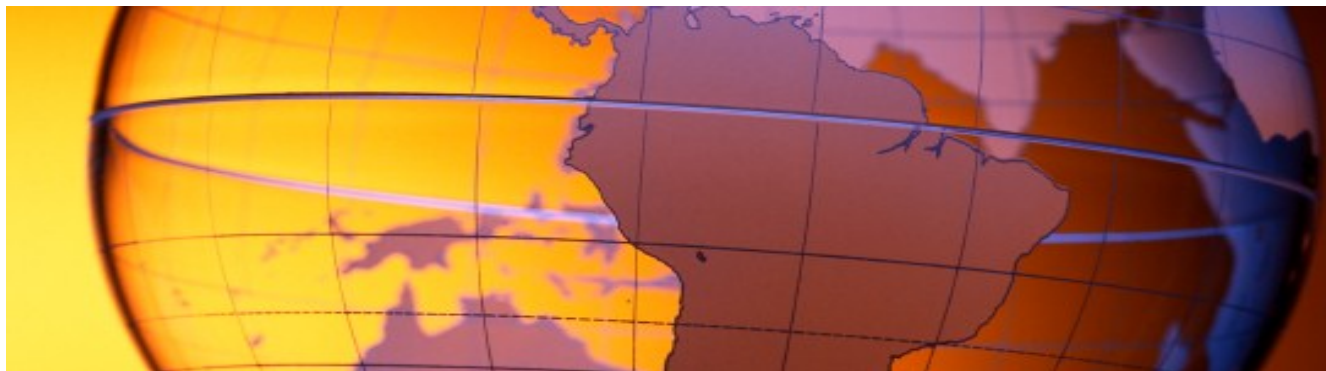
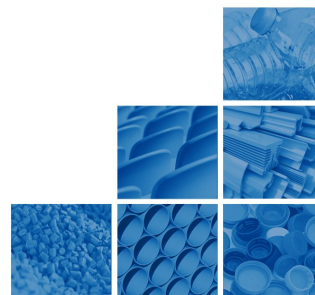
Zoe Wyatt is an International Tax Senior Manager at Grant Thornton UK LLP in London. Zoe has specialised in international tax throughout her career and advises on group structuring for tax efficient repatriation of profits and exit strategies, finance company structures, the tax efficient ownership and exploitation of IP and has a special interest particular expertise in double tax treaty interpretation. Zoe is currently focussing on helping UK businesses expand into China and Brazil; helping clients to structure their supply chain to minimise local direct, withholding and indirect taxes.



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**For further information please contact the
BPF Events Team**

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REGISTRATION FORM FOR SEMINAR 14th May 2013 **PLEASE FAX OR POST BACK TO THE ABOVE ADDRESS**

YOUR NAME:

COMPANY NAME:

ADDRESS:

EMAIL:

TEL:

NUMBER OF DELEGATES:

DELEGATE NAMES:

PRICE

FREE EVENT (BPF Members only)

Terms and Conditions

All payments must be completed by the commencement of the seminar. A VAT receipt will be issued on receipt of your payment and forwarded as well as joining instructions. Please make all cheque payments out to 'The British Plastics Federation'

Cancellation: If you are unable to attend after having confirmed your registration, please inform us in writing so that your registration may be transferred to any member of your company.

Refunds: A charge of 20% will be made on written cancellations received before two weeks before the seminar – No refund will be given after the this date.

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This literature is correct at the time of going to print, however the BPF reserves the right to alter the programme without prior notice.

A British Plastics Federation Seminar