‘International Trade: Building on Success’

The *date*

March 22, 2010
10:00 am – 2:00 pm
Registration opens at 9:30 am

The *location*

Oak Tree Conference Centre
Binley Business Park
Harry Weston Road
Coventry
CV3 2UN

The *speakers*

Dr Stella Mascarenhas-Keyes – Research Manager, Department for Children, Schools and Families

The presentation will draw on qualitative research conducted in England and China among policy makers, university staff and Indian and Chinese students, graduates and academics engaged in, or planning to engage in, international entrepreneurship. It will argue that it is crucially important for the intellectual, cultural and social capital of ethnic minorities to be mobilised in promoting knowledge-based international entrepreneurship to help increase the productivity of the UK.

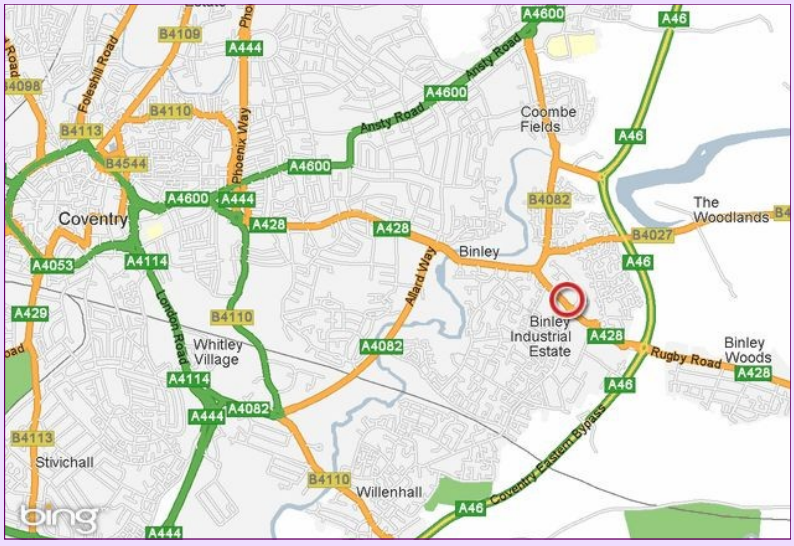
Christine Hamilton – Deputy Director, UKTI
Ajay Desai – Regional Sector Manager, Coventry & Warwickshire Chamber of Commerce

‘Ethnic Minority Companies accessing International Markets: Views from a practitioner International Trade Advisor’

Christine and Ajay will present the work they have done in the West Midlands as an example of public sector support at national and regional level. They will introduce two case studies: **Billy Tank** of Indigo Retail Technology Ltd and **Neesha Manan** of V-Pad Ltd

The *programme*

09:30 am - 10:00 am - Registration
10:00 am - 10:15 am - Welcome
10:15 am - 11:00 am - Dr Stella Mascarenhas-Keyes
11:00 am - 11:30 am - Christine Hamilton, UKTI, and Ajay Desai, Coventry & Warwickshire Chambers of Commerce
11:30 am - 12:00 am - Coffee + tea
12:00 am - 12:30 am - Entrepreneur Case Studies: Billy Tank, Indigo Retail Technology Ltd and Neesha Manan, V-Pad Ltd
12:30 am - 01:00 pm - Panel Discussion
01:00 pm - 02:00 pm - Lunch + networking



Book your *place*:

E-mail **meecoe@dmu.ac.uk** with your contact details to secure a spot at this seminar.