

Connecting European Businesses

Friday 2nd October 2009

Jury's Inn Hotel

119 Eyre Street | Sheffield | S1 4QW | UK

Conference agenda - 2nd October 2009

- 09:00** Arrival & Registration
- 09:30** Welcome – Mr Brendan Moffett, Strategic Marketing Director, Creative Sheffield
- 09:35** EUCOMEN and Leonardo da Vinci projects for SMEs - Mr Pavol Krempasky - EACEA, European Commission
- 09:45** EUCOMEN - Project Presentation - Ms Marina Larios, Director, Inova Consultancy & Mr Enzo Ziccardi, Project Coordinator
- 10:00** The Benefits of International Trade - Mr John Hall, International Trade Adviser, UK Trade & Investment
- 10:25** How European friendly are SMEs? - Dr Sandra Potesta, CEO, Regional Language Network
- 10:45** Creating an International Marketing Strategy - Prof. Isobel Doole, Assistant Dean Planning and Resources, Sheffield Business School, Sheffield Hallam University
- 11:05** Coffee Break
- 11:25** Parallel Workshops
- a) Doing Business in the UK (exploring the UK business culture) – Mr Tim O'Connell, Business Development Manager, RIDO (Rotherham Investment & Development Office)
- b) Intercultural Skills for Business - DECIPHER project - Dr Sandra Potesta, CEO, Regional Language Network
- 12:30** Lunch (2 course sit-down restaurant lunch)
- 13:45** Business to Business - Networking and SMEs Meetings (companies from Latvia, Czech Republic, France, Italy and UK will be attending)
- 16:00** Event closes



Education and Culture DG

Lifelong Learning Programme

