

British American Series

UK: Market Entry

BROUGHT TO YOU BY



Thursday, March 30

08:00-10:00 PST and 16:00-18:00 UK

Are you looking to enter or expand your export revenue in the UK market? Are you a UK company interested in networking and collaborating with American SMEs? **Join us!**

The BABC-PNW and Trade Horizons presents the British American Series – UK: Market Entry. This two-hour workshop takes a comprehensive look into the opportunities, challenges and best practices of doing a market entry into the United Kingdom. We will be giving you access to in-country resources, industry peers and actual exporters who can educate you, connect you and inspire you to succeed in growing your business and trade in the UK. This is not theory, this is a 'How to do it' event, all about connecting you to the resources and networks that can support you and your business. Hear from on-the-ground organizations who represent SMEs in the US and UK, and learn how to minimize the risks, costs and uncertainty of entering the UK market.

Attendees will benefit from expert educational courses, content, and evaluation tools – all designed to help you navigate your export journey; including having 12-month access to a Global Growth knowledge platform. You won't want to miss this!

Meet our speakers



Keynote Speaker

Andy Burwell
International Director, CBI
Title to come.



Keynote Speaker

Gabriel Esparza
Associate Administrator,
Office of International
Trade, U.S. Small Business
Administration
**Small Business are the
Giants of Global Trade**



Lauren Dickinson
Supervising Associate
Employment, Simmons &
Simmons
**Building a workforce
in the UK: navigating
employment law**



Christine Brown
Director, Trade Policy,
U.S. Small Business
Administration
**How to work with
the US Small Business
Administration**



Chase Calvin
Manager, International Tax
RSM US LLP
**How to work with
the US Small Business
Administration**

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U.S. Small Business
Administration



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Schedule

All titles, time slots, and presentations are subject to change

<p>8:00 AM – 8:15 AM PST 4:00 PM – 4:15 PM BST</p>	<p>Welcome Dr. Raymond Davies, Chairman, BABC-PNW Nick Jordan, CEO, Trade Horizons</p>
<p>8:15 AM – 8:35 AM PST 4:15 PM – 4:35 PM BST</p>	<p>Keynote Speaker: Title to come Andy Burwell, International Director, CBI, London</p>
<p>8:45 AM – 9:15 AM PST 4:45 PM – 5:15 PM BST</p>	<p>Keynote Speaker: Small Business are the Giants of Global Trade Gabriel J. Esparza, Associate Administrator, Office of International Trade, U.S. Small Business Administration</p>
<p>9:20 AM – 9:45 AM PST 5:20 PM – 5:45 PM BST</p>	<p>Breakout Rooms Building A Workforce In The UK: Navigating Employment Law Lauren Dickson, Supervising Associate Employment, Simmons + Simmons</p>
	<p>How to work with the US Small Business Administration Christine Brown, Director, Trade Policy, U.S. Small Business Administration</p>
	<p>Common Mistakes US Businesses Make When Expanding to the UK Chase Calvin, Manager, International Tax, RSM US LLP</p>
<p>9:45 AM – 10:00 AM PST 5:45 PM – 6:00 PM BST</p>	<p>Closing Remarks</p>

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U.S. Small Business Administration

