



# GLOBAL ECONOMIC FORUM

## BEST PRACTICES IN TRADE AND INVESTMENT PROMOTION

3 APRIL 2013

UEA London, 102 Middlesex Street, London E1 7EZ

**Programme, Briefing Note, Speakers' Biographies**



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**GLOBAL ECONOMIC FORUM**  
 BEST PRACTICES IN TRADE AND INVESTMENT PROMOTION  
 LONDON, 3 APRIL 2013



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**GLOBAL ECONOMIC FORUM**  
BEST PRACTICES IN TRADE AND INVESTMENT PROMOTION  
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**BACKGROUND:**

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At a moment of the global economic stasis - a consequence of the recent financial and economic crisis and the subsequent Eurozone crisis - there is a compelling need for exploring best practices in trade and investment promotion in the quest for new growth opportunities to boost global economic growth and foreign direct investment. London has a strategically important position in international trade and commerce. The sharing of best practices by representatives from the widest spectrum of nations could provide a strong support in setting the global economic growth back on track.

**Project Aims**

The Forum aims to encourage greater focus on best practices in trade and investment promotion as well as explore new business opportunities and boost the profile of UK and other international business interests and expertise. It aims to be both inclusive, in that it will include representatives from various countries, industries, institutions and thematically comprehensive - covering various aspects of trade and investment promotion as well as business and economic opportunities.

In addition, the Forum will provide the gateway for prospective investors interested to explore the global FDI climate and opportunities with the added bonus of direct contact with worldwide policy-makers and businesspeople. Participants will also be able to maximise their networking opportunities throughout the day during coffee breaks, networking lunch and a gala drinks reception.

***Organised by International Business and Diplomatic Exchange (IBDE) and London Academy of Diplomacy (LAD) in conjunction with the Norwich Business School and INTO Universities Partnerships.***

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**PROGRAMME**

**08:00 – 09:00** Registration and refreshments

**09:00 – 09:45** Welcome remarks and introduction:

**Professor Edward Acton**, Vice Chancellor, University of East Anglia (UEA)

**Professor Nabil Ayad**, Rector, London Academy of Diplomacy, UEA London

**Mr Rudi Guraziu**, CEO, International Business and Diplomatic Exchange (IBDE)

**Keynote address:**

**H.E. Mrs Mimoza Kusari-Lila**, Deputy Prime Minister and Minister of Trade & Industry, Republic of Kosovo

**Hon. Chris Cardona MP**, Minister for the Economy, Investment and Small Business, Malta



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**09:45 – 10:45 Plenary session one: The importance of international business and diplomacy in trade and investment promotion**

Chair: **Mr Rudi Guraziu**, CEO, IBDE

**The Rt Hon Sir Tony Baldry MP**, Vice-Chair All Party Parliamentary China Group, House of Commons, Former Minister of State, Foreign & Commonwealth Office

**Ms Julie Nutter**, Minister-Counsellor for Economic Affairs, US Embassy, London

**Mr Wayne Evans**, Director, International Strategy, TheCityUK

**Mr Edward Barker**, Director, Economic and Commercial Diplomacy Department, FCO

**Q & A Session**

**10:45 – 11:15 Coffee break**

Arrangements of bilateral meetings, networking and sponsorship exhibition. VIP and group photo-taking

**11:15 – 12:15 Plenary session two: Ambassadorial panel: The role of diplomatic missions in promoting business and trade**

Chair: **Ambassador Prof. Dr. Miomir Žužul**, Former Minister of Foreign Affairs of Croatia

**H.E. Mr Gordon Campbell**, High Commissioner for Canada to the UK

**H.E. Ms Ruth Elizabeth Rouse**, High Commissioner for Grenada to the UK

**H.E. Dr Chris Nonis**, High Commissioner for Sri Lanka to the UK

**Q & A Session**

**12:15 - 13:15 Plenary session three: An overview of the international commercial law; international arbitration, mediation and judicial settlements**

Chair: **Professor Joseph Mifsud**, Director of International Strategic Development of London Academy of Diplomacy, UEA London

**Dr Sebastian Seelmann-Eggebert**, Global Chairman, International Arbitration Practice, Latham and Watkins

**Mr Richard Schiffer**, Chairman, ADR Group and Co-Chairman, ADRg Ambassadors

**Mr Thomas Childs**, Counsel, King & Spalding

**Mr George Kratsas**, Expert on Sovereign Wealth Funds, UCL

**Q & A Session**

**13:15 – 14:15 Networking lunch**



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**14:15 - 14:30** Britain is open for business (Special Presentation)

**Mr Ian McCarthy**, Festival Director, International Festival for Business 2014, Liverpool Vision

**14:30 – 15:30** Plenary session four: The role of Investment Promotion Agencies (IPAs) in inward and outward FDI promotion

Chair: **Dr Graham Spickett-Jones**, Acting Deputy Head, Norwich Business School, UEA London Campus

**Ms Kate Marshall**, Director, Strategy and Policy, Investment, UK Trade & Investment

**Mr Rajesh Aggarwal**, Chief, Business and Trade Policy, International Trade Centre

**Mr Lin Ning**, Chief Representative, China Council for the Promotion of International Trade

**Ms Johanna Sanchez Mawkin**, Director, Latin American Trade and Investment Association

**Mr Peter Longworth**, Director General, Commonwealth Business Council

**Q & A Session**

**15:30 – 16:00** Coffee break

**16:00 – 17:15** Plenary session five: International practices in trade and investment promotion

Chair: **Mr Brian Caplen**, Editor, The Banker & Editor-in-Chief, fDi Magazine, Financial Times Group

**Dr Jürgen Friedrich**, CEO, Germany Trade & Invest

**Mr Damir Novinic**, Managing Director, Agency for Investments and Competitiveness, Croatia

**Dr Mario Vella**, CEO, Malta Enterprise

**Mr David Parker**, Director, Investment Promotion, Invest Hong Kong

**Q & A Session**

**17:15 – 18:00** Plenary session six: The importance of universities in spurring economic growth

Chair: **Dr Richard Harvey**, Director of Admissions and Dean of UEA London

**Mr Andrew Colin**, Chairman, INTO Universities Partnerships

**Professor Anastas Angjeli**, Rector, Mediterranean University of Albania, Former Minister of Finance

**Professor Nabil Ayad**, Rector, London Academy of Diplomacy

**Professor Riad Nourallah**, Director of Research, London Academy of Diplomacy

**19:00 – 21:00** Gala networking reception:

**Venue:** US Embassy, 24 Grosvenor Square, London W1A 2LQ (by invitation only)



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## SPEAKERS



**H.E. Mrs Mimoza Kusari-Lila, Deputy Prime Minister and Minister of Trade & Industry, Republic of Kosovo**

Mimoza Kusari-Lila is the Deputy Prime Minister for Economy and Minister of Trade and Industry, of the Republic of Kosovo, a position she holds since February 2011. In February 2010 Mimoza Kusari-Lila was elected as the Vice President of New Kosovo Alliance Party. In general elections held in December of 2010, Mimoza Kusari – Lila was the most voted female in the Republic of Kosovo. Mrs Kusari-Lila became part of public service in 2003 when she has been offered the position of spokeswomen and Adviser to Prime Minister of Kosovo, Bajram Rexhepi. In this position Mrs. Kusari-Lila served until December 2004. From 2006 to 2009, Mimoza Kusari-Lila served as executive director of the American Chamber of Commerce in Kosovo (AmCham).



**Professor Edward Acton, BA, PhD, FRHS, Vice-Chancellor, University of East Anglia**

Edward Acton was appointed Vice-Chancellor of the University of East Anglia with effect from 1 September 2009. Professor Acton is a historian, the first of Lord Acton's descendants to follow in his footsteps. He was born and brought up in Zimbabwe, studied history at the University of York and took his doctorate at Cambridge. He worked at the Bank of England before taking up a lectureship at Liverpool and, later, a Senior Lectureship at Manchester. In 1991 he was appointed to the Chair of Modern European History at UEA. He served as Dean of the School of History and Pro-Vice-Chancellor before his appointment as Vice-Chancellor.



**Mr Rajesh Aggarwal, Chief, Business & Trade Policy Section, International Trade Centre**

Rajesh Aggarwal is Chief of Business and Trade Policy Section at the International Trade Centre (ITC), Geneva. For last 7 years he is leading a programme aimed at building capacity of the private sector in developing countries to effectively engage in business advocacy with their governments on multilateral and regional / bilateral trade negotiations. Before joining ITC, he served the Government of India for over 22 years in senior positions including India's negotiator in the WTO covering Agriculture, TRIPS and Public Health, Rules and Trade & Investment. He has published many papers on issues related to trade policy and negotiations.



**Prof. Dr. Anastas Angjeli, Rector, Mediterranean University of Albania, Former Minister of Finance**

Anastas Angjeli is a Member of the Academy of Sciences of Albania and Rector of the Mediterranean University of Albania since 2009. He has been a Professor at the University of Tirana since 1982, Member of the Parliament of Albania from 1990-2005, Minister of Economy, Minister of Finance and Minister of Labor and Social Issues. He is one of the most influential economists in Albania, with great expertise for the implementation of the market economy reforms in the post communist Albania. Professor Angjeli is author and co-author of many scientific papers and University text books in Albania and abroad.



**Professor Nabil Ayad, Rector, London Academy of Diplomacy, UEA London Campus**

Professor Ayad has been Rector of The London Academy of Diplomacy, University of East Anglia since August 2010. Prior to that, he was the founder and Director of the Diplomatic Academy of London, and also Head of the Department of Diplomacy and Applied Languages, University of Westminster. He has been training diplomats from the Commonwealth, Eastern and Central Europe, the Middle East, Africa, China and Central Asia since 1980 and has advised governments on setting up institutes for diplomatic training. He received two Honorary Degrees of Doctor of Science in recognition of his



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contributions to the development of educational programmes in the field of international relations as well as the creation of new models for diplomatic training and the development of human resources.



**Sir Tony Baldry MP**

Sir Tony Baldry has been a Member of Parliament for 29 years (elected in 1983). Sir Tony held various ministerial posts from January 1990 until the 1997 General Election. During the 2001-2005 Parliament, he chaired the Commons Select Committee on International Development and continues to take a close interest in International Development and Foreign Affairs. He has been the Second Church Estates Commissioner since June 2010. Sir Tony is an active Member of the House of Commons and is an officer of a number of All Party Groups. Sir Tony is a practising Barrister, Head of a commercial Set of Chambers in the Temple. He is also a director of a number of companies. He was knighted for political and public services in the Queen's Birthday Honours in 2012.



**Mr Edward Barker, Head of Commercial and Economic Diplomacy Department, FCO**

Edward Barker was appointed Head of the Commercial & Economic Diplomacy Department in the Foreign & Commonwealth Office (FCO) in April 2011 following three years as Deputy-Director of Trade Policy at the Department for Business, Innovation and Skills (BIS). He has also served as Private Secretary to the Secretary of State for Trade and Industry. Edward has lived and worked on secondment to the private sector in the United States and South Africa. He read Philosophy, Politics and Economics at Oxford University (St John's College).



**H.E. Mr Gordon Campbell, High Commissioner for Canada to the UK**

Mr Campbell assumed his responsibilities as Canadian High Commissioner to the United Kingdom of Great Britain and Northern Ireland on September 15, 2011. He worked with Canadian University Service Overseas in Nigeria in the early seventies. In 1986, he was elected Mayor and remained in office for three successive terms. In 1993, he became Leader of the British Columbia Liberal Party. From 1994 to 1996, he was Member of Legislative Assembly for Vancouver-Quinchen. From 1996 to 2001, he was Member of the Legislative Assembly for Vancouver-Point Grey. In 2001, Mr Campbell became Premier of the Province of British Columbia, until he retired from politics in 2011.



**Mr Brian Caplen, Editor, The Banker & Editor-in-Chief, fDi Magazine, Financial Times Group**

Brian Caplen is Editor of The Banker, one of the world's oldest financial journals, and part of the Financial Times Group. He is editor-in-chief of fDi magazine which deals with foreign direct investment. He regularly appears on the BBC, CNN, CNBC and Al Jazeera to comment on international banking, economic and financial issues. He frequently lectures on financial topics. He also worked as a business editor and journalist in Hong Kong and the Middle East for 10 years. He has a first class honours degree in Development Studies from the University of East Anglia.



**Mr Thomas C. Childs, Counsel, King & Spalding**

Tom Childs is counsel in King & Spalding's London office and a member of the International Arbitration Practice Group. Mr. Childs has represented clients in more than 30 international arbitrations under the rules of the LCIA, ICC, AAA, UNCITRAL, ICSID and other institutions. Applicable laws have included England, New York, India, France, Algeria, Libya, Egypt, Lebanon, Saudi Arabia and Uganda. Mr. Childs is admitted to the New York bar and as a solicitor of England and Wales. In addition, he holds an advanced degree in private international law from the University of Paris I (Panthéon-Sorbonne). He speaks French fluently and is proficient in German and Arabic.



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## **Mr Andrew Colin, Chairman, INTO University Partnerships**

Andrew Colin is chairman of INTO University Partnerships. In his role as chairman he provides the leadership and vision for INTO. Andrew has two decades' experience in international education. He founded and directed Study Group in 1990, steering it to become a global force in the international pre-university education sector with centres worldwide by 1999. Since then, he has chaired a property company with specialist involvement in the education sector and his commitment to international education has been instrumental in the development of the INTO model.



## **Mr Wayne Evans, Director, International Strategy, TheCityUK**

Wayne has been our Director of Overseas Strategy since June 2010. Prior to this, he was Director International at International Financial Services London (IFSL), an organisation with 40 years' experience of promoting UK-based financial services. Wayne joined IFSL from the Foreign and Commonwealth Office where his career included work on Trade Promotion, Economic and Political policy.



## **Dr Jürgen Friedrich, Chief Executive Officer, Germany Trade and Invest**

Dr. Jürgen Friedrich has been chief executive of Germany Trade and Invest (Gesellschaft für Außenwirtschaft und Standortmarketing mbH) since May 2009. From August 2007 to April 2009, Dr. Friedrich led the "North Africa, Near and Middle East" Division of the Federal Ministry of Economics and Technology (BMWi) in Berlin. From 2000 to 2007, Dr. Friedrich was based in Dubai as Representative of German Industry and Commerce for the UAE, Oman and Qatar. From 1998 to 2000, he worked at the Office of the Representative of German Industry and Trade in Washington, D.C., first as an economic policy expert and later as acting head. From 1988 to 1997, Dr. Friedrich served as policy officer and later as deputy head of various energy policy divisions of BMWi in Bonn. Dr. Friedrich studied mining engineering following compulsory military service.



## **Mr Rudi Guraziu, Chief Executive, IBDE**

Rudi Guraziu is founder and CEO of IBDE (International Business and Diplomatic Exchange). Rudi for a decade was one of the principals in the running of a large pharmaceutical business, until 2000. For many years, following that, he has been actively engaged with business leaders and diplomats as a consultant on Foreign Affairs. His expertise covers international affairs with a particular focus on EU affairs, political risk, business and commercial diplomacy. His research interests are in exploring the impact of international events and turning crises into opportunities. Before establishing IBDE, he initiated the establishment of the Centre for Business and Parliamentary Dialogue. For much of that time he has worked with different parliaments particularly in the relationship between legislative bodies and economic operators. He holds an MA in International Relations.



## **Dr Richard Harvey, Director of Admissions, University of East Anglia, Dean, UEA London Campus**

Before joining UEA in 1993 Richard worked for Plessey Naval Systems and then Marconi Underwater Systems as a mathematician. Richard holds a first degree in electronics and a PhD in the application of statistical estimation theory to the passive synthetic aperture problem. His early career was concerned with problems in signal processing, acoustics and vibration. In conjunction with Andrew Bangham he has developed a series of novel image analysis algorithms called sieves. He is currently looking at applying these to a number of problems of which the most prominent in the media is automatic lip reading. He has acted as consultant for a number of international companies and as Executive and Non-Executive Director for several spin-outs and start-ups.





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**Mr George Kratsas, Researcher/Expert on Sovereign Wealth Funds, UCL**

George Kratsas is a law graduate from the University of London and currently a Ph.D candidate at University College London researching in the field of Sovereign Wealth Funds. During his research he has spent time at Stanford University as a visiting scholar. He taught Competition law in London and US and commercial law in Qatar where he has been a visiting lecturer. He has worked in the Brussels branches of a number of UK law firms concentrating on issues of EU law and competition.



**Mr Peter Longworth, Director General, Commonwealth Business Council**

Peter Longworth is Director General of the Commonwealth Business Council. Before joining the CBC in 2001, he was the British High Commissioner to Zimbabwe, 1998 – 2001. He was in HM Diplomatic Service for 27 years in political and commercial representation capacity. His various duties included negotiations, public diplomacy, media relations, protection of British citizens, development assistance, analysis and advice to ministers.



**Ms Kate Marshall, Director, Strategy and Policy, Investment, UK Trade & Investment**

Kate Marshall is Director of Strategy & Policy, Inward Investment at UKTI. Prior to this Kate has held a number of senior positions including Deputy Director, of the Cabinet Office at Cabinet Office, Deputy Director of the Better Regulation Executive at the department for Business, Innovation and Skills (BIS) and Team Leader of Financial Services at HM Treasury.



**Mr Ian McCarthy, Director of Programmes, Liverpool Vision**

Ian was appointed as Programme Director at Liverpool Vision, the Urban Regeneration Company for Liverpool City Centre, in July 2002. Ian is currently supporting the attraction of investment to the Mayor of Liverpool's Development Zones and is the Festival Director for the UK's International Festival For Business which will be hosted in Liverpool in June & July 2014. Between 1995 and 2002 worked for the Manchester City Council, latterly becoming Head of the Economic Initiatives Group. From 1985 – 1995 Ian was employed by Warrington Borough Council.



**Professor Joseph Mifsud, Director of International Strategic Development, London Academy of Diplomacy, UEA**

Professor Mifsud is currently the Director of International Strategic Development of the London Academy of Diplomacy, University of East Anglia London Campus and the Director of International Relations at the Link Campus University in Rome. He has worked as an academic and as Director of the International Office at the University of Malta, and as Chef de Cabinet at the Ministry of Foreign Affairs for Malta. He has advised Governments on international education issues in many countries including Morocco, Syria, Russia, Tunisia, and Italy. He is fluent in Maltese, French, Italian, Arabic, and English.



**Mr Lin Ning, Chief Representative, China Council for the Promotion of International Trade**

Lin Ning is Chief Representative of China Council for the Promotion of International Trade (CCPIT), Representative Office in UK. Prior to this he has been Deputy Director-General at the Department of Exhibitions, Deputy Director General at the Department of Economic Information at China Council for the Promotion of International Trade as well as its Chief Representative in Australia. Mr Ning has also served as Vice Chairman of Australian China Chamber of Commerce.



**H.E. Dr Chris Nonis, High Commissioner for Sri Lanka to the UK**

Dr. Chris Nonis, the Sri Lankan High Commissioner to the UK, qualified in London, with a First Class Honours BSc from Imperial College of Science, Technology and Medicine. He obtained his MBBS from the Royal Free Hospital Medical School, University of London, having spent his electives at Massachusetts General Hospital, Harvard Medical School, Boston, USA. He carried out his



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postgraduate training at Royal Brompton, Hammersmith, and Addenbrooke's, Cambridge and is a member of the Royal College of Physicians (UK). He has been actively involved in Commonwealth and International Affairs and serves as board member in many non-profit related organisations. He has previously served on the Board of Sri Lankan Airlines; the Export Development Board of Sri Lanka; and the Country Coordinating Mechanism of Sri Lanka for the Global Fund. He is Chairman of the Mackwoods Group of Companies, established in 1841. He also chairs the Mackwoods Research Foundation, established to stimulate scientific research and innovative thought; and the Mendis-Mackwoods Charity Fund for rural upliftment and poverty alleviation.



**Mr Damir Novinic, Managing Director, Agency for Investments and Competitiveness, Croatia**

Damir Novinić is Managing Director of the Agency for Investments and Competitiveness of Croatia. He has more than ten years of experience in attracting foreign investments and development of competitiveness at the level of firms and regions. In his professional career, the last four years he spent with the Croatian Radio and Television, as its General Manager from December 2011. He also served as Executive Director for business management with the Jadran Invest Ltd. From 2006 until 2009 he worked for Development Alternatives Inc. as a Regional Manager. He was also a Member of the Board for marketing with Pastor Group and the Chairman of Pastor Engineering. He has spent 12 years working in the U.S. Embassy, as a leader of USAID economic projects and the Chief Economic Advisor to the USAID Mission.



**Ms Julie Hagarty Nutter, Minister-Counselor for Economic Affairs, United States Embassy, London**

Julie Hagarty Nutter is the Economic Minister-Counselor at the U.S. Embassy in London. Prior to her current posting, Ms. Nutter was the Director of the Office of Development Finance in the Economic, Energy, and Business Affairs bureau of the U.S. Department of State. She previously served as the Economic Counselor in the U.S. Mission to the European Union in Brussels. In earlier jobs, she headed the Ukraine desk of the State Department in the run-up to the Orange Revolution, worked closely with other donors on G-8 and Balkan reconstruction issues, and did political and economic reporting during the Liberian civil war. Ms. Nutter has a Masters' degree in National Security Resource Strategy and a Masters' degree in International Economics.



**Mr David Parker, Director, Investment Promotion, Invest Hong Kong**

David is Head of Investment Promotion at Invest Hong Kong's London Office, responsible for managing foreign direct investment into Asia's world city. An MBA graduate, David has over 20 years experience in regional economic development and 10 years specifically working in foreign direct investment. David represented Wales internationally before joining Invest Hong Kong in 2011, including working extensively in Europe, Asia and a three year posting to New York as Senior Vice President North America.



**H.E. Ms Ruth Elizabeth Rouse, High Commissioner for Grenada to the UK**

Ms Ruth Elizabeth Rouse was appointed as High-Commissioner for Grenada to the Court of St. James's on October 29th, 2008, and Non-Resident High Commissioner to the Republic of South Africa on July 12th 2011. Since joining the Grenada Foreign Service in 1982, High-Commissioner Rouse has served in various capacities including – Permanent Secretary (Ag) Ministry of Legal Affairs, Grenada (2007 – 2008); Ambassador/Permanent Representative of Grenada to the United Nations (NY) (2004 – 2007); High Commissioner for Grenada to the Court of St. James's (U.K.) (1999 – 2004); Non-Resident High Commissioner to the Republic of South Africa (2000-2005); Chief of Protocol to the Government of Grenada (1996 – 1999); and in a regional capacity at the Organisation of Eastern Caribbean States High Commission in Ottawa, Canada (1990 – 1996). In addition, she has represented Grenada and headed several delegations to International meetings and conferences.



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**Ms Johanna Sanchez Mawkin, Director, Latin American Trade and Investment Association**

Johanna Sánchez Mawkin currently serves as Counsellor for Trade and Investment at the Embassy of the Dominican Republic to the United Kingdom, and has worked for the Dominican Government for over 10 years. From 2002 to 2004, she worked at the Department for Economic Studies and International Trade Negotiations of the Ministry of Foreign Affairs. She has also held diplomatic posts in the United States of America and in Brussels, Belgium. Johanna obtained a law degree from the Pontificia Universidad Católica Madre y Maestra in Santo Domingo, Dominican Republic, and an LL.M. in International Legal Studies and WTO Studies from Georgetown University Law Center. She was elected as the Director of LATIA in April 2012.



**Mr Richard Schiffer, Chairman, ADR Group and Co-Chairman, ADRg Ambassadors**

Richard Schiffer is an international lawyer with 40 years experience in most parts of the world. Pioneer in bringing the use of mediation to the resolution of commercial disputes from the USA to Europe. In 1989 he founded ADR Group, the first commercial mediation service in the UK and one of the market leaders in the UK and EU. In 2011 he was one of the founding partners of ADRg Ambassadors LLP, a partnership created by 10 former British Ambassadors and himself. This group now includes almost 20 former Ambassadors from Europe, South America, and Africa all of whom are professionally trained mediators and provide mediation, corporate diplomacy and training services.



**Dr Sebastian Seelmann-Eggebert, Global Chairman, International Arbitration Practice, Latham & Watkins**

Dr Seelmann-Eggebert is the global co-chair of the firm's International Arbitration Practice Group. He advises and represents companies, individuals and States in disputes with a particular focus on international arbitration. His experience in arbitration includes acting as lead counsel in a number of complex disputes involving public international law and the substantive laws of Azerbaijan, Croatia, Germany, Macedonia, Switzerland, Sweden, Russia and Ukraine, among other countries, and conducted under the rules of the DIS, ICC, ICSID, SCC, UNCITRAL as well as under German and Swiss ad hoc rules. Chambers Global ranks him in Band 2 for Arbitration Counsel Germany. In JUVE Dr. Seelmann-Eggebert is recognised as one of the "Leading Names in Arbitration."



**Dr Graham Spickett-Jones, Acting Deputy Head, Norwich Business School, UEA London Campus**

Graham is a Senior Lecturer for the University of East Anglia (UEA), he works at UEA London currently as the Acting Deputy Head of School (London Campus) for the University's Business School. He joined UEA in 2011 from the University of Hull. Before taking up an academic career, Graham had a decade of industry experience in marketing, sales management and retail development, mainly in the brewing industry and licensed trade sector. He has a PhD in Management based on research into the Marketing Communications industry.



**Ambassador Prof. Dr. Miomir Zuzul, President of Dubrovnik International University**

Prof. Dr. Miomir Zuzul is the former Minister of Foreign Affairs of the Republic of Croatia. In his long diplomatic and political career, which began upon the formation of the independent Republic of Croatia, he has served as Deputy Minister of Foreign Affairs; National Security Advisor to the President; Special Envoy for Peace Talks; Ambassador of Croatia to the United Nations in Geneva; Ambassador of Croatia to the United States; and Representative of the Croatian Parliament. He has served as Special Envoy of the OSCE. Dr Zuzul was educated at the Department of Psychology at University of Zagreb and at the Kennedy School of Government at Harvard University. In 2006, Dr Zuzul co-founded Dubrovnik International University (DIU), the first private University in Croatia, and has acted as President of DIU since its inception.



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## International Business and Diplomatic Exchange - IBDE



International Business and Diplomatic Exchange (IBDE) is a London based non-profit organisation, committed to facilitating both dialogue and resource-sharing between the global business, policy-making and diplomatic communities - with a particular goal of giving a voice to emerging economies as drivers of the next stage of global development as well as promoting multinational businesses worldwide. Beside its trade & investment programmes, IBDE runs a programme on *responsible financial services and good governance*. Through selected events such as investments forums, round-tables, workshops, conferences, seminars and networking opportunities, IBDE aims to support international businesses in identifying key investment opportunities and strategies within the international economic and political context. IBDE provides an independent, accessible platform for debate on the international business and political issues impacting global markets.

### IBDE has the following principle objectives:

- ✓ to provide assistance in increasing international trade and investment flows;
- ✓ to identify and promote new business opportunities and to support wealth creation;
- ✓ to promote good governance and corporate social responsibility;
- ✓ to promote responsible banking and finance;
- ✓ to promote project finance and public private partnerships;
- ✓ to provide assistance in integrating developing countries into the global markets;
- ✓ to promote the concept of business and commercial diplomacy;
- ✓ to undertake research to support our promotional activities.

IBDE prides itself for its excellent partnerships with prestigious institutions and organisations such as EU, City of London, FCO, EBRD, Embassies and Corporates as well as leading academic institutions such as University of Oxford, UCL, and University of East Anglia. IBDE's overarching concept, linking international business, trade, commerce and diplomacy at all levels, commits the organisation to using its influence to help both embassies and businesses secure new business, trade and investment opportunities. As such IBDE has both the background and outlook to stimulate and support its members' commercial interests offering an accessible platform to diplomatic as well as global corporate representatives from the widest spectrum of nations.

For more information please visit us at [www.ibde.org](http://www.ibde.org)

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### University of East Anglia

This year the University of East Anglia celebrates its 50<sup>th</sup> Anniversary. The study of practical diplomacy is a natural one for the University of East Anglia. We have a track record of high-quality research and education in diplomatic history, politics, international relations, language, linguistics and communication studies. Additionally, the University has a much envied reputation in key areas that are recasting the diplomatic nexus, including environmental science, bio-science and international development. The



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venue for the new courses is UEA London, our state-of-the-art campus on Middlesex Street, a few minutes' walk from Liverpool Street station. It is highly convenient for attendees from diplomatic missions and corporations. It is also set in an area of fascinating cultural history; illustrating the breadth and depth of London's role as a destination for international visitors and scholars from all over the world.

The University of East Anglia has enjoyed considerable success in recent years in independent institutional audits, teaching quality assessments and subject reviews made by the UK Quality Assurance Agency. The latest audit in March 2009 gave the University the highest possible outcome. Voted 3rd in the Times Higher Education Student Experience Survey 2011 World top 200, European top 100, UK top 20 (Guardian League Table 2010)

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### UEA London and Norwich Business School



UEA London offers a Capital City base to parts of the University from three different areas: Diplomacy, Humanities and Business. Currently, the largest of these by student population comes from the University's Business School, the *Norwich Business School* (NBS). This is also the largest school in the University, with over a thousand students, and 400 based in London. The Business School has nearly a hundred academic staff based across the two campuses, London and Norwich. Over twenty of these academics are based at UEA London and they support a growing range of programmes: currently four at postgraduate level and one undergraduate degree. These programmes cover areas like entrepreneurship, marketing, finance and international business, and the London study centre attracts students from more than forty countries.

For the Business School there are many attractions to being in London, especially being in the heart of London. This give the School access to organisations that play leading roles in the world of finance, in the City of London, or the *Square Mile* as it is sometimes called. Alongside this, the central location offers a treasurer of cultural opportunities to students so they can develop wider interests alongside their studies. At UEA London, the Business School regularly hosts *masterclasses* where invited speakers who play key roles in London's business life share their insights, giving students the opportunity to benefit from thought leadership and current management practice.

UEA London is close to one of the world's major centres for financial services, but the area is also a hub for a range of other important business sectors and innovation focused industries. This part of London has long been famous for its connections with the fashion industry: 'trend scouts' can frequently be found in *Spitalfields Market* and *Brick Lane* hunting down ideas with 'street cred'. Some of the world's leading creative marketing agencies are in the area, like *Mother- London*, ranked by many as the world's leading independent advertising agency. Perhaps the newest industries to colonise this part of London are the digital industries, centred on the Old Street roundabout, a few hundred meters from UEA London. At Old Street, Google's *Googleplex* is only part of the infrastructure of thousands of entrepreneurial new digital businesses - around what has become fashionably known as *Silicon Roundabout*. One of the world's largest industries is tourism, and London is the most visited city in the



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world. With a cosmopolitan and diverse heritage and tourism industry on the UEA London doorstep, and with the arts and cultural industries that supporter this all around Central London, the Business School has exciting examples of innovative business practice for students to study. These industries give UEA London students opportunities for field trips and senior staff from these industries have been frequent visitors to UEA London, to help support students' experience of studying business practice.

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### INTO UEA London

**INTO**   
the global education partners

Since 2006, INTO has successfully launched 17 joint venture partnerships with 18 leading universities in the United Kingdom, North America and China. Initially focused on on-campus pathway provision, our model is fast evolving to meet the demands of the growing, and increasingly mobile global student population.

INTO University Partnerships was established in 2005 at the invitation of the University of East Anglia (UEA). Seeking to address underperformance in international student recruitment, but uncomfortable with the principle of outsourcing the delivery of English language and pathway programmes, the University worked with INTO to develop an innovative public/private partnership structure. INTO UEA was created, and for the last number of years has facilitated major investment, expansion and enhanced services for international students at the University. This modus operandi has underpinned the success of further partnerships with leading universities in the UK, USA, and China.

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### London Academy of Diplomacy



The London Academy of Diplomacy (LAD)) is a pioneer of integrated diplomatic training programmes in London and has extensive experience both of designing and delivering topical and pertinent programmes for those wishing to pursue diplomatic careers or work for other government departments. LAD is an integral part of INTO UEA London and is considered as one of the largest academic institutions in Europe which runs a wide range of post-experience courses and training programmes leading to the award of Masters' Degrees in the following areas:

- MA in International Diplomacy
- MA in International Security and Diplomacy
- MA in International Communication and Diplomacy
- MA in International Business and Diplomacy
- MA in Translation, Interpreting and Diplomacy
- MPhil/PhD degrees by further research.

For more information please visit [www.london.uea.ac.uk/london-academy-of-diplomacy](http://www.london.uea.ac.uk/london-academy-of-diplomacy)



# GLOBAL ECONOMIC FORUM

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## International Festival for Business

### INTERNATIONAL FESTIVAL FOR BUSINESS 2014

The International Festival for Business 2014 is a global gathering of the world's most inspiring businesses; an arena where pivotal industries converge to trade ideas, products and contacts. The festival will be an Olympics for business with hundreds of world-class events from June to July 2014 in Liverpool, attract a million visitors from across the globe, and bring £100 million worth of investment. It is an urban festival of commerce, bringing together cities from the North to the South, East to West in 61 days of events, exhibitions, showcases and celebrations. The festival will enable international business minds to broaden their horizons, access new global markets and cultivate fresh ideas to inspire profitability. It will act as a launch pad for commercial success, by providing opportunities to engage with new networks and make global deals.

There are a number of ways to get involved in the campaign which include:

- Sponsorship
- Event partner
- Exhibitor
- Event organiser
- Promoter
- Speaker
- Patron

For more information on the International Festival for Business visit [www.ifb2014.com](http://www.ifb2014.com)

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## Investment Promotion Agency of Kosovo (IPAK)



The Investment Promotion Agency of Kosovo (IPAK) is the primary Government Institution supporting foreign investment in Kosovo. IPAK provides a wide range of support programmes to help international businesses achieve their relocation objectives. The Agency is also charged with the promotion of exports.

### Our Message to Foreign Investors

- We will provide you with comprehensive advice and support from professionals who combine their local knowledge with an understanding of international business;
- We will help you to identify suitable property options to accommodate your operation in Kosovo;
- We will help you to obtain all necessary approvals from National and Municipal Authorities in Kosovo to enable a fast start-up of your facility;
- Should you wish to partner with a local Kosovo company, we will provide you with introductions to potentially suitable partners with whom you can collaborate;
- We will provide you with an efficient and professional service and a timely response to your questions;
- We fully respect your need for confidentiality and any commercially sensitive information you provide will be treated with the strictest confidence by our staff.

For more information please visit [www.invest-ks.org](http://www.invest-ks.org)

CITY OF LONDON

The World's Pre-eminent Financial Centre



## Integrating World Markets

### Principle Objectives:

- ✓ to provide assistance in increasing international trade and investment flows
- ✓ to identify and promote new business opportunities and to support wealth creation
- ✓ to promote sound investment practice
- ✓ to promote responsible banking and finance
- ✓ to promote project finance and public private partnerships
- ✓ to promote good governance and corporate social responsibility
- ✓ to promote the concept of business and commercial diplomacy
- ✓ to provide assistance in integrating developing countries into the global markets
- ✓ to undertake research to support our promotional activities

## MEMBERSHIP

For membership packages please contact us at: [info@ibde.org](mailto:info@ibde.org) or visit our website

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