



SEMINAR

*Get the best return on
your export spending*

Friday 29th October
Society of Chemical Industry
15 Belgrave Square
London SW1X 8PS

UK
TRADE &
INVESTMENT 

CCRA  Clinical Contract
Research Association

Get the *best return* on your export spending

PROGRAMME

1.30	Registration	
2.00	Welcome & Introduction	Michael Bowden
2.10	Support for Exporters – UKTI Products & Services	Ian Bunker
2.40	The Global Market, Threats & Opportunities – Japan & China	Anil Vaidya
3.10	'How Not to Exhibit Yourself'	A Video Arts Production
3.40	TEA	
4.10	The Global Market continued – India & Eastern Europe	David Hawkins
4.40	Questions and Answers	
5.00	'That's Show Business'	A Video Arts Production
5.30	Closing remarks	
5.45	Cold buffet reception	



THE SPEAKERS

CHAIRMAN

Michael Bowden

Michael Bowden is Managing Director of Health Decisions Ltd and Treasurer of the CCRA.

Ian Bunker

Ian Bunker is the UKTI Biotech and Pharmaceutical International Sector Group Senior Regional Manager with responsibility for UK Regional networks and special projects. A graduate microbiologist from Surrey University he worked in the Pharmaceutical industry for 5 years before embarking on a civil service career initially at the Dept of Energy and latterly at the DTI as a e-commerce liaison support for the Oil and Gas Unit.

Ian joined UKTI following a 6-month attachment to British Embassy Bangkok followed by short project in Vietnam.

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David Hawkins

David Hawkins has been a Business Adviser since 1999 with UK Trade and Investment – the joint Department of Trade and Foreign and Commonwealth Office initiative to help promote trade around the world. He works with the International Sectors Group and focuses on Healthcare and Biotechnology

A Pharmacist and Fellow of the Chartered Institute of Marketing he has worked in the International Pharmaceuticals business for over 30 years. He was Managing Director of Zeneca Pharmaceuticals in Turkey and Thailand and has extensive experience in other emerging markets. As Area Director for the Andean region he helped establish new businesses in Colombia and Venezuela

In his current role he works closely with companies, Trade Associations and Government departments to facilitate partnerships between the UK and Eastern European countries and India.

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Anil Vaidya

Anil Vaidya has extensive experience in life science companies including BP Chemicals, American Cyanamid, American Standard and Goldshield Pharmaceuticals. He has expertise in control engineering, project management and technology transfer. He has worked in the USA, UK and Japan and is a fluent Japanese speaker.

Anil is currently a part-time consultant to UK Trade & Investment where he is a Sector Specialist with the Biotechnology and Pharmaceuticals team. He has led a number of high-level business delegations on trade missions to Japan, the USA and Germany. Specialising in Biotechnology, he liaises with UK embassies and consulates worldwide.

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THE VIDEOS

The essential do's and don'ts of exhibiting presented in an entertaining format

'How not to Exhibit Yourself'

Aim:

To teach stand staff how to present themselves and their organisation in a professional and organised manner.

Even stands that are designed to the finest detail will not produce the results if staff do not know what they are doing. This programme shows how to encourage visitors, welcoming without being over-eager, and how to avoid the guaranteed conversation-killer - "Can I help you?". It demonstrates the importance of accurately logging potential customers' details, arranging follow-up visits, and keeping the stand smart.

'That's Show Business'

Aim:

To maximise the opportunities created by participation in an exhibition.

Having planned and staffed an exhibition stand that has absorbed a sizeable chunk of your marketing budget, how can it be made a real success? Too often it's regarded as a grand PR exercise, but it should be treated as a wonderful opportunity to sell to both new and existing clients.

This video demonstrates the secrets of successful exhibiting: know your objectives, your visitors and the role you are expected to play.

COST:

The cost is £50 +VAT (members) or £75 + VAT (Non-members).

TO BOOK:

By telephone: 0116 271 9727 or email: mail@ccra.org.uk, giving names of delegates and invoice address.



For more detailed information on how membership of the CCRA can specifically benefit your organisation, please contact us through any of the channels below:

CCRA, PO Box 1055, Oadby, Leicester LE2 4XZ

Tel: 0116 271 9727 Fax: 0116 271 3155 Email: mail@ccra.org.uk

Web site: www.ccra.org.uk



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