



## **International Business Network (IBN) Barcelona & Iberia Region 23<sup>rd</sup> – 25<sup>th</sup> March 2010**

**UK Trade & Investment invite you to join them as one of 20 regional companies to the International Business Network (IBN) in Barcelona.**

**The IBN forms the key business element of the Leeds in Barcelona Festival of Culture and Commerce organised by Marketing Leeds. Lord Rogers of Riverside - UKTI Business Ambassador and Chairman of Architects, Rogers Stirk Harbour & Partners is also expected to join the IBN visit.**

### **Why should I attend?**

The IBN is an established network across the region and its purpose is to help local companies establish contacts and generally build their international knowledge and business potential through targeted networking and bespoke meetings, and utilizing fully, the expertise and contacts of our overseas offices.

This is an opportunity to be part of a targeted and well publicised series of events in Barcelona to help you develop business across the Iberian region. The IBN will be a major business focus during the 3 day Leeds in Barcelona Festival of Culture and Commerce.

*"Quite simply it's one of the cheapest and most efficient ways of visiting a market with as little inconvenience as possible. The UKTI teams in Yorkshire and overseas do it all for you"* Tony Vickerman from Webb Worlds who participated on the IBN to Milan in October 2008, as part of the Leeds in Milan Festival of Commerce and Culture.

Barcelona is a springboard to the Iberian market and business contacts will be drawn from the whole of this region.

As part of the **Subsidised Package** every company will be eligible to: -

- be part of a high profile regional activity in conjunction with Marketing Leeds giving each company the opportunity to showcase their sector, skills and expertise;
- attend a welcome briefing on the Iberian market at the British Consulate;
- attend at a Civic welcome reception hosted by the Lord Mayor of Barcelona;
- participate in a VIP networking event, with guest speaker, and buffet luncheon meeting with a broad range of companies and key business influencers from the Iberian region;
- engage in one to one meetings specifically organised for you through OMIS (Overseas Market Introduction Services)
- attend a pre-performance networking event with business leaders from Barcelona and other Leeds delegates from key business sectors followed by the Live from Leeds performance (a one-off commissioned piece by Northern Ballet Theatre, Opera North and Phoenix Dance);

## Who is eligible?

As with all our IBN visits, companies are pre selected on the basis of their business potential in the Iberian market and applications are invited across all sectors. Specific opportunities also exist in key sectors including:

Agri Food; Biotech - Pharma / Medical devices; ICT and Energy

Please visit our website for up to date market information  
[www.uktradeinvest.gov.uk/](http://www.uktradeinvest.gov.uk/)

## Details of the Proposed Visit:

### Tuesday 23<sup>rd</sup> March 2010

Depart Leeds Bradford Airport on 8am Jet2 flight to Barcelona. Transfer to Hotel Melia. ( The hotel is situated off Diagonal in the Financial District. ) Afternoon briefing on the Iberian market. Evening Civic reception.

### Wednesday 24<sup>th</sup> March 2010

IBN networking event followed by a buffet lunch and bespoke one to one meetings\*. Evening Live from Leeds performance and networking.

### Thursday 25<sup>th</sup> March 2010

Day for follow up meetings / own programme . Depart Barcelona on late afternoon flight to Leeds Bradford Airport.

\* UKTI Barcelona aim to find at least 3 business contacts per company and arrange meetings at the IBN wherever possible. Please note should this not ultimately be possible then companies will be informed prior to the visit.

## The subsidised package will cost £500.

**With only 20 places available, and only one delegate per company allowed, we do anticipate a high demand and would encourage your early response. Closing date for applications is 29<sup>th</sup> January 2010.**

Please complete the registration form and email to: [ibn@uktiyh.org.uk](mailto:ibn@uktiyh.org.uk)

Once your application has been approved we will invoice you directly for the full payment of £500.

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