Insight to Export
A BPF Members Seminar

2 Sessions Available!
• Exploring Web Optimisation
• Brazilian Export Opportunities

DATE
Tuesday
14th May 2013
10.00am

LOCATION
BPF House
6 Bath Place
Rivington Street
London
EC2A 3JE

CONTACT
Angela Fredericks,
BPF Events Team

EMAIL
events@bpf.co.uk

TEL
+44 (0)207 457 5001

FAX
+44 (0)207 457 5045

WEB
www.bpfevents.co.uk

PRICE
Free Event

Presentations by ...

[Logo: Grant Thornton – An instinct for growth]

supported by
[Logo: UK Trade & Investment]
The British Plastics Federation would like to invite members to a **FREE** of charge morning and/or afternoon seminar aimed at those in the plastics industry who are interested in or are currently exporting. The morning seminar features a master class on *Website Optimisation for International Trade* followed by an afternoon seminar on *Brazil: Opportunities for UK Plastics Companies*.

### Website Optimisation for International Trade

**Morning Seminar Programme**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00</td>
<td>Registration &amp; Refreshments</td>
</tr>
<tr>
<td>10.25</td>
<td>Chairman’s Introduction - <em>Stephen Hunt, British Plastics Federation</em></td>
</tr>
<tr>
<td>10.30</td>
<td>Masterclass - Optimising your website for international trade - <em>Sarah Caroll, UKT&amp;I Export Communications</em></td>
</tr>
<tr>
<td></td>
<td>● Are you ready to go international?</td>
</tr>
<tr>
<td></td>
<td>● <em>International web Opportunity</em></td>
</tr>
<tr>
<td></td>
<td>● Are you invisible on the international web?</td>
</tr>
<tr>
<td>11.20</td>
<td>Tea/Coffee break</td>
</tr>
<tr>
<td>11.35</td>
<td>● How to build an international website</td>
</tr>
<tr>
<td></td>
<td>● Website Optimisation</td>
</tr>
<tr>
<td></td>
<td>● <em>International web opportunity</em></td>
</tr>
<tr>
<td></td>
<td>● Implementing and planning</td>
</tr>
<tr>
<td>13.00</td>
<td>Networking Lunch and close</td>
</tr>
</tbody>
</table>

### Brazil: Opportunities For UK Plastics Companies

**Afternoon Seminar Programme**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.45</td>
<td>Chairman’s Introduction - <em>Colin Brookes, Boston Matthews</em></td>
</tr>
<tr>
<td>13.50</td>
<td>Business Culture in Brazil - <em>Richard Harrison, Portuguese Language Services</em></td>
</tr>
<tr>
<td>14.50</td>
<td>Market Overview - <em>Paul Eadie, UKT&amp;I Latin America Expert</em></td>
</tr>
<tr>
<td>15.30</td>
<td>Tea/Coffee break</td>
</tr>
<tr>
<td>15.45</td>
<td>Dealing with the Brazilian Tax Authorities - <em>David Field and Zoe Wyatt, Grant Thornton LLP</em></td>
</tr>
<tr>
<td>16.15</td>
<td>Round up and close</td>
</tr>
</tbody>
</table>

*For more information visit  [www.bpfevents.co.uk](http://www.bpfevents.co.uk)*
Sarah Caroll - UK Trade and Investment Export Communications
Sarah Caroll is fuelled by her passion for languages, culture and communicating globally, Sarah Carroll has founded three businesses. The first is Grow Global (www.growglobal.com), a niche business consultancy supporting companies looking to attract more international customers from new international markets. We help companies win more business & increase their revenue, whether through importing, exporting or serving multicultural customers at home. As part of this work, Sarah is an Export Communications Consultant registered with the UK Government’s Trade and Investment.

Richard Harrison - Blue Star Language Services
Richard Harrison. Is an experienced Portuguese language specialist of British parentage. Born and raised in Brazil but have spent most of his adult life based in Britain. He recently enjoyed a two year period living and working in Brazil. He has a BSc in Electrical Engineering, an MBA and First Class Language qualifications obtained with Westminster University in 2003. He is completely at home in both Portuguese and English. For those who are unaware, there is a significant difference in accent between the spoken word in Brazilian Portuguese and Metropolitan (Iberian) Portuguese.

Paul Eadie - Latin America Expert, UKTI
Paul ran a successful family business until its takeover in 1991 after 26 years during which he helped to transform it into a public Company. In 1994 he became the DTI Export Promoter for Brazil and in the millennium Honours list was awarded an MBE for services to exports to Brazil. In 2001 he became the Brazil Market Adviser within Canning House TBS(Formerly known as LATAG, the Latin American Trade Advisory Group, on which he served between 1985 and 1994. Paul was engaged in January 2005 to act as Latin American Market Adviser on behalf of UKTI in the Northwest. Paul has led over 40 Trade Missions to Latin America as well as at least15 to Eastern Europe. Paul speaks French, German, Spanish, Italian and Brazilian Portuguese fluently as well as some basic Greek and Russian.

David Field - Grant Thornton LLP
David Field is an international tax manager at Grant Thornton where he has worked for 8 years. He specialises in assisting businesses operate internationally and has particular expertise in assisting clients operating and setting up in BRIC countries. He has assisted several clients in managing the considerable tax barriers in Brazil and maximising their return on investment into Brazil.

Zoe Wyatt - Grant Thornton LLP
Zoe Wyatt is an International Tax Senior Manager at Grant Thornton UK LLP in London. Zoe has specialised in international tax throughout her career and advises on group structuring for tax efficient repatriation of profits and exit strategies, finance company structures, the tax efficient ownership and exploitation of IP and has a special interest particular expertise in double tax treaty interpretation. Zoe is currently focussing on helping UK businesses expand into China and Brazil; helping clients to structure their supply chain to minimise local direct, withholding and indirect taxes.

To register please complete this form and fax to +44 (0) 207 457 5045 or email events@bpf.co.uk
A British Plastics Federation Seminar
Insight to Export
2 Sessions Available!
A BPF Members Seminar

For further information please contact the BPF Events Team
CONTACT Angela Fredericks
EMAIL afredericks@bpf.co.uk
TEL +44 (0)20 7457 5001
FAX +44 (0)20 7457 5045
POST: BPF House
6 Bath Place
Rivington Street
London, EC2A 3JE

REGISTRATION FORM FOR SEMINAR 14th May 2013
PLEASE FAX OR POST BACK TO THE ABOVE ADDRESS

YOUR NAME: 
COMPANY NAME: 
ADDRESS: 
EMAIL: 
TEL: 
NUMBER OF DELEGATES: 
DELEGATE NAMES: 

PRICE
FREE EVENT (BPF Members only)

Terms and Conditions
All payments must be completed by the commencement of the seminar. A VAT receipt will be issued on receipt of your payment and forwarded as well as joining instructions. Please make all cheque payments out to ‘The British Plastics Federation’
Cancellation: If you are unable to attend after having confirmed your registration, please inform us in writing so that your registration may be transferred to any member of your company.
Refunds: A charge of 20% will be made on written cancellations received before two weeks before the seminar – No refund will be given after this date.
The British Plastics Federation is a company limited by guarantee. Registered in England no. 282883
This literature is correct at the time of going to print, however the BPF reserves the right to alter the programme without prior notice.

A British Plastics Federation Seminar