



# North East England in a Global Europe

## Workshops

11.15am – 12.00pm and 12.15pm – 1.00pm

### Workshop 1:

#### The Benelux Market

Ben de Smit, Economic and Commercial Counsellor, Embassy of Belgium will discuss the opportunities for trade between the Benelux countries and the North-East. The proximity of Belgium to the North-East and the similar size and industrial and commercial structures of the Flanders region in particular and the North-East region will be highlighted. The workshop will enable North-East companies to discover the opportunities across a number of sectors for mutually beneficial trade and partnering to be developed between the two areas.

### Workshop 2:

#### Scandinavian Market

Caroline Theobald, Swedish Consul, in conversation with Hans Moller, Innovation Director of NELEP and Chair of Karolinska Institutet Science Park, Stockholm.

Learn from the Swedish innovators! Anyone interested in finding out more about how the Swedes work, the partnering or export opportunities that might be available to forward-thinking north east companies and what Swedish companies (and Swedish thinking) can bring to the north east should join this workshop

### Workshop 3:

#### The German and French Markets

Dr Andrew Robinson, Chair of the French Business Council Andrew Robinson is Chair of the French Business Council, which for 20 years has helped NE companies in developing markets in France. The workshop will examine key sectors for exports, regions and cities with existing close links with the NE, and also France's own regional "Powerhouse" system, as represented by their designated clusters (Poles de competitivite). He is also a member and trustee of the Franco-British Council, the top body linking the two countries, providing valuable contacts, insights and information.

### Workshop 4:

#### The Arab Market

From Mauritania to Oman, the Arab market of 20+ countries and territories offers both large and small UK companies significant opportunities for trade. This workshop looks at some of the active sectors, ways of working and examples of successful co-operation with the region. Presented by Arab Info North, in co-operation with the Arab-British Chamber of Commerce and The Middle East Association.

