

Grow

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CONWAY
EVENTS

22
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2016

Program

what

An event to meet the needs of fast-growing tech companies looking to expand abroad.

me

~~when~~

22nd November
Berlin, Germany

~~who~~

For fast-growing tech companies, venture capitalists and other investors, legal firms and other professional advisers and government agencies involved in helping growing companies expand abroad.

~~why~~

If you are a growing tech company, you will find everyone here you need in order to start thinking about expansion in a bigger or braver way. If you are anybody else, you will be coming to meet the future Fortune 500s.



Grow Abroad

Programme

8.30

Registration

9.00

Welcome & Opening Remarks

9.15-9.45

Keynote from Successful Entrepreneur

Firat Isbecer
Managing Director, Monitise MEA

9.45-10

Coffee Break

10.00-11.00

Practical workshop:

Experts will answer your burning questions on legal, financial, regulatory, linguistic and cultural challenges of taking your tech company abroad.

10.00-10.15

Legal

Ben McLeod
Principal Associate, Eversheds LLP

10.15-10.30

Financial

Craig Lesser, *Business Development Consultant, Sable Forex*

10.30-10.45

Regulatory

Tim Kay
Director, KPMG Enterprise, KPMG

10.45-11.00

Linguistic & Cultural Challenges

Dr Aleksej Heinze,
Co-Director, Centre for Digital Business, Salford Business School

11.00-11.15

Coffee Break

11.15-12.15

David & Goliath

A panel, comprising speakers from multinational corporations, will discuss opportunities and strategies for growth by partnering with them to help drive innovation.

Moderator:

KP Reddy
Serial Entrepreneur, Investor, Co-Founder The Combine, LLC

Simon Azzopardi,
Product Lead at Sherpa and entrepreneur

Andreas Gölkel, *COO, pixx.io*

12.15-1.15

Lunch

1.15-2.15

Destination Diagnosis:

Hear from Europe's Silicon Valleys and the lesser known tech hubs that should be on your radar

Moderator:

Annika Jostmeier,
Manager- Foreign Direct Investment, Conway Advisory

1.15-1.45

Birmingham, UK

1.45-2.00

Estonia

2.00-2.15

Catalonia

2.15-2.30

Coffee Break

2.30-3.30

Success Stories:

Hear from the people you aspire to be. How they grew abroad, where they went and why.

Moderator:

Michael Hass
Managing Director bei PM&Partner Marketing Consulting GmbH

Karsten Böhrs, *CEO, simpleshow*

KP Reddy
Serial Entrepreneur, Investor, Co-Founder The Combine, LLC

Deepansh Jain
CoFounder at SHIFU

3.30-4.30

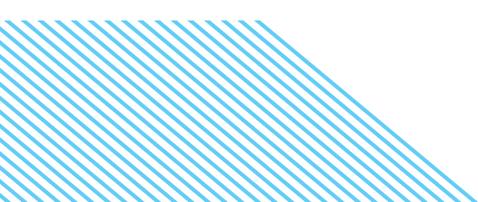
Drinks on us!

“

It was terrific to get ideas and feedback from industry specialists. I was really impressed with the calibre of speakers and panel experts.

-Karena Vaughan,
Director, Catalina Consulting

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Speakers



Ben McLeod

Ben is a senior lawyer in the IT team at international law firm Eversheds LLP. Ben specialises in the drafting and negotiation of commercial and technology contracts supporting the Technology, Media & Telecoms sector as well as other sectors including Energy. He has advised a variety of clients on a range of agreements including large IT outsourcings, the provision of business critical services (IT and other services) as well as software and hardware agreements. Ben also regularly acts for both customers and suppliers in negotiating complex cloud computing agreements.

Ben's role is both national – assisting UK based clients achieve commercial objectives – as well as international – by helping global or overseas business grow market share in the UK by anglicising terms and conditions or as part of worldwide negotiations.

Examples of Ben's recent experience include;

- advising on and drafting the terms of an agreement for the outsourcing of all aspects of a FTSE 100 company's telecommunications provision;
- negotiating a data centre outsourcing and adoption of a replacement cloud solution for an international communications provider;
- assisting a major logistics operator on the procurement of an enterprise resource planning SaaS platform;
- advising on a major public procurement exercise for the provision of electronic equipment and the outsourcing of related installation and maintenance services; and
- drafting the terms of a framework agreement for the provision of high value telemetry products and services.

Eversheds LLP is a strong supporter of start-ups and scale-ups as well as large national and international companies. At the start up end, Eversheds is proud to sponsor Mass Challenge and innovation hubs such as Digital UK.



Firat Isbecer

Firat Isbecer is a Turkish entrepreneur and an angel investor. Isbecer co-founded Pozitron, a pioneering mobile banking, commerce & payments company that was acquired by the UK-based Monitise plc in 2014.

Firat currently serves as Managing Director of Monitise MEA overseeing the company's Eastern Europe, Middle East, Central Asia and Africa sales & operations. He is also a member of Galata Business Angels, Turkey's first angel investment network. He also publishes articles on technology at various newspapers and blogs.

Identifying the revolutionary impact that mobile technologies could have, in 2006, Firat left a role in Paris, France and moved back to Istanbul to join his brother Fatih at Pozitron. Pozitron's focus was on mobile financial services and they provided the first mBanking service for Turkey's largest private bank; from there the company quickly became the market leader in Turkey, creating the foundation of the Turkish mBanking industry and mPayments ecosystem. Under Firat's tenure, Pozitron grew 100X in revenues in less than eight years, partnered with clients in 11 different countries across five continents. Pozitron was listed as one of EMEA's fastest-growing technology companies by Deloitte for three years running. Firat was also the winner of the Harvard Business School's Global Business Plan Contest. In 2014, at the age of 33, his company was acquired by Monitise, a world leader in Mobile Money, in one of the largest regional acquisitions in the mobile technology industry.

who

Keynote

Firat Isbecer

Practical Workshop

Ben McLeod

Craig Lesser

Tim Kay

Dr. Aleksej Heinze

David & Goliath

KP Reddy **Moderator**

Simon Azzopardi

Andreas Golkel

Destination Diagnosis

Annika Jostmeier **Moderator**

Success Stories

Michael Hass **Moderator**

Karsten Bohrs

KP Reddy

Deepansh Jain



Dr Aleksej Heinze

Dr Aleksej Heinze (@AleksejHeinze) is an award winning Senior Lecturer and Co-Director of the Centre for Digital Business at the University of Salford Business School.

His area of expertise is the use of digital marketing channels in an international context. This work is compiled in the collaborative book - *Digital and Social Media Marketing: A Results-Driven Approach*, which includes contributions from 20 authors from 6 European countries. This book builds on the Passport to Trade 2.0 project, which developed free business culture guides, including Social Media Etiquette, across 31 European countries.

Aleksej has a breadth of experience of leading multinational project teams, most recently, on the Joint European Masters in Digital and Social Media Marketing (JEMSS) project. JEMSS aims to develop a series of resources in Digital and Social Media Marketing - <http://mastersindigitalmarketing.org> including the #passion4digital community.



Simon Azzopardi

Simon is a product and growth specialist with a focus on tech, having coached multiple fintech, SaaS, lawtech, logistics and others from concept to growth, supporting product, team and investor strategies on a multinational scale. Simon is the president of Silicon Valletta, the local association that supports the digital ecosystem and has recently joined Sherpa, a UK targeted insuretech company with a clear focus on customer engagement and simplified protection.



KP Reddy

K.P. is a venture capitalist, angel investor, and AEC industry expert with over 20 years of experience in disruptive innovation. He has had a track record of working to transform industries by executing on good ideas to create great companies.

He is the Co-Founder and Partner of The Combine. K.P. co-founded The Combine with partner Hans Utz while serving as the Interim General Manager for the Advanced Technology Department Center (ATDC) at Georgia Tech, one of the country's top startup incubators. After a few iterations, The Combine was launched as a global platform working with technical founders in Corporations and Universities. K.P. is a respected expert in helping organizations accelerate change and growth through his highly sought after coaching and startup catalyst programs.

From a technical expertise, he is a globally-recognized expert on advanced technologies including Building Information Modeling (BIM), Collaborative Communication, Artificial Intelligence, Mobile Applications and Cloud computing.

Mohawk, Comcast, Autodesk, IBM, Coca-Cola, UPS, and Cox Communications have all enlisted his services. In 2012, K.P. published BIM for Building Owners and Developers, a book on the adoption of advanced technology in the infrastructure space. He currently leads the Entrepreneurship Track for BEST Post-Doc program for the Georgia Institute of Technology-Emory.

Grow Abroad

Speakers



Michael Haas

Michael Haas is a highly qualified and experienced management consultant with a focus on the marketing field, working for private companies and public institutions, worldwide. He conducted the first projects in this field in the early 1980's and can build on more than 30 years' experience.

Since that time, he has advised a wide range of Economic Development Agencies in Germany and worldwide and in many cases contributed to the institution building and organization development. Michael also conducted investor search for factories to be closed or sold by large corporations (e.g. Michelin, Alstom, Terex).

He headed the first consulting projects of PM&P dealing with organization and strategy development for Economic Development and FDI-Promotion. Michael also conducted management consulting projects for large corporations (like DuPont, Emerson, ISS, Hamon) primarily in the field of cross-border business development, international market research and market entry.

Prior to his position at PM&P, Michael has been Site Manager of a South African company in the construction sector.



Karsten Böhrs

Karsten Böhrs is an experienced management executive with a track record of more than 25 years in major enterprises. He worked for international logistics and media companies in Clevel positions focused on sales, operations and logistics, held responsibility for thousands of employees and took leading roles in business development, joint venture, M+A and restructuring projects.

In 2007 Karsten decided to steer his career towards more personal projects and to support promising business models and companies with advice as well as venture funding. For important investments he also assumed a management role, as was the case with CALIDRIS 28, which Karsten joined as investor and CEO in 2008.

Following his most important values enthusiasm, energy and vision, he rapidly built up the company, which manufactured and distributed 28BLACK energy and other premium drinks. By the time he sold his share in 2012, CALIDRIS 28 was a successfully operating company with offices in 16 countries and products delivered to 30 international markets.

In 2013 Karsten took on another high potential project and joined simpleshow, the market leader for explainer videos, as an investor as well as CEO. After 3 years under his lead, Karsten has managed the company to grow out of its startup shoes. The business has expanded to international focus markets, above all the United States and Japan, with the most prestigious global enterprises among its customers. Moreover, Karsten promoted simpleshow's innovation leadership by focusing on technological developments such as mysimpleshow, an online video creator tool.



Deepansh Jain

Deepansh started his entrepreneurial journey when he was 19 years old. He started his first venture, Juvenis Tech, in 2010. It was acquired within a year of its inception for half a million dollars, when he was just 21 years old.

Soon after, he left college and started Hacker organization which helps startups scale up. In parallel, he launched a website where people can share and read books. This platform was open for every book lover to share and read, and went viral within six months of launch.

From December 2012, he took his passion to another level, leading off with context-aware technology. Functioning ambitiously on the context, he came up with product App SHIFU in March 2013. Since then, Shifu has not stopped. From getting covered by blogger Robert Scoble to building a team of 10 members, Shifu was the talk of the town for interface and design.

In 2014, Deepansh and his team released Shifu publicly, and the product was featured by Google for most useful and utility design.

The product helped him and his team to raise the first seed fund from Google Leads. Shifu received appreciation across the platform and was able to claim 1.5 million active users by the end of 2015. In 2016 it was acquired by PAYTM/Alibaba in an \$8-million deal, one of the biggest acquisitions of 2016.



Tim Kay

As part of KPMG Enterprise in the UK I'm leading our efforts to build new and improved services (both digital and traditional) to change how we work and support clients in a changing, and increasingly competitive and uncertain world.

Prior to that I spent three years setting up and leading our work with tech start-ups in the UK and further afield.

Even further back than that I spent 11 years working for KPMG across a number of sectors and services including helping telco's design their systems and processes and oil companies manage their supplier relationships.

In that time I've been fortunate enough to work in or with clients over 30 countries.



Andreas Gölkel

Andreas Gölkel is COO of the DAM Startup pixx.io and manages all marketing and sales within the company. He graduated with a Master of Science in International Business Studies at Friedrich-Alexander University in Erlangen-Nürnberg after studying eight months abroad in Helsinki, Finland, as well as in Salamanca, Spain. The avid photographer, freelance journalist and DAM/MAM specialist is not only a COO, but also a co-founder of pixx.io, along with Richard Michel (CEO) and Christoph Trautbeck (CTO). Andreas Gölkel has extensive experience speaking at start up and software events, and has also lectured at FAU Nürnberg-Erlangen.



Annika Jostmeier

Joined Conway Advisory in 2014 after working for the Volkswagen Group (VW) in India, where she was responsible for the coordination, analysis and identification of strategic market opportunities for VW in India and contributed to the successful integration of VW India as a foreign subsidiary within the VW Group.

Annika's involvement in corporate decision-making processes and transnational project management has provided her with first-hand experience in foreign direct investment, making her a valuable asset that strengthens Conway Advisory's ability to deliver results across various industries and geographies.

At Conway Advisory, Annika assists different government agencies in identifying and attracting investment opportunities. She has also worked on various projects to develop FDI strategies and has helped to develop applicable analysis for site selection advisory projects. She has profound knowledge of methods, tools and relevant data sources to successfully develop strategies to attract FDI projects from selected industry sectors and geographic source markets.

Annika graduated in Business Administration, specializing in International and Strategic Management at the Berlin School of Economics and Law, Germany and the Universidad Mayor de Santiago de Chile. In addition to German, she speaks fluent English and basic Spanish, Portuguese and Hindi.



Craig Lesser

With over 20 years' experience in the business world, including setting up two companies and providing guidance to others through business development, Craig is amply prepared to help businesses mitigate the risk of currency exchange in ever-fluctuating markets.

His focus at Sable International is the expansion of the company's growing corporate partnerships portfolio, teaming up with other businesses also offering services and guidance to UK companies trading abroad.

A relationship builder first and foremost, Craig specialises in identifying and developing successful long-term partnerships. He utilises his extensive business knowledge and continually growing network to forge mutually beneficial partnerships with companies that, like Sable International, share the goal of helping companies to grow.

Sable International is a company that specialises in professional services. By providing both individuals and businesses with tailored currency exchange, as well as other financial and citizenship services, Sable International helps clients internationalise themselves and their businesses.

The foreign exchange team offers dedicated guidance to clients to mitigate risk and save money on international transfers and payments. Their commission-free, bespoke solutions ensure that clients get competitive rates on the day, reserve favourable rates for future purchase as well as secure upper and lower limits on rate purchases in advance.

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For more information on the event or on sponsorship opportunities please contact Ciar Gifford at +44 (0) 20 3744 3863, or ciargifford@conway.com

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