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# Bay in Business



brought to you by Swansea Bay Partnership

## Expand Your Business Horizons with Bay in Business Celebration Week

Monday 20th – Friday 24th November 2006

Bay In Business Celebration Week is a series of events aimed at helping businesses across Swansea Bay increase productivity and growth  
Learn New Skills • Promote Products • Share Information • Network

Sharing their Business experiences and expertise, some of the week's Key Speakers



**Deborah Meaden**

Dragons Den

Reveals the secrets of successful business diversification.



**Dr Mathew Hughes**

University of Nottingham Institute of Enterprise & Innovation.

International Marketing for SMEs (Small to medium enterprises)



**David Phillips**

Barclays Business Banking International Relationship Manager (Mid & South West Wales)

Tips on export sales and how to maximise your cash flow.



**David Magliano**

Meet the Marketing brains behind London 2012, Easy Jet and Go



**Professor Robert E. Morgan**

Cardiff Business School, Cardiff University

Global Growth Strategies for SMEs



**Karen Atkinson**

Corporate Risk Management, Barclays Capital

Foreign exchange - avoid potential pitfalls and maximise profits.

For more information on the week of events contact 01792 545066 or visit [www.thebayinbusiness.com](http://www.thebayinbusiness.com)



## Celebration Week 20th – 24th November: Programme of Events

**Date:** Monday 20th November  
**Title:** "Beyond the Den – Diversification for Profit"  
sponsored by South West Wales Media Ltd.

The logo for the South Wales Evening Post, featuring the text 'South Wales' in a small font above 'Evening Post' in a large, stylized font.

**Time:** 6.15pm for a 6.30pm start.  
Buffet and networking opportunity after seminar  
supported by Careers Wales West

**Venue:** The Liberty Stadium, Swansea

**Cost** £10 per person.

This Seminar is aimed at businesses looking for expansion and growth. While creating new products and branching out into new markets is a high risk strategy; for those who succeed the rewards can be staggering. Help and inspiration is at hand!

Join Deborah Meaden of BBC2's Dragons Den and a panel of local entrepreneurs, who will be sharing their business stories and giving tips on successful business diversification.

**Pre booking essential. To book a place contact Sarah Toomey, Bay in Business Event Coordinator on 01792 545066 or email [sarah.toomey@swansea.gov.uk](mailto:sarah.toomey@swansea.gov.uk)**

**Date:** Monday 20th November  
**Title:** Fulfil Your Potential – Women & Lone Parent Workshops  
**Time:** 9.30am – 4.30pm  
**Venue:** Pontardawe Arts Centre, Pontardawe  
**For the 20th November Pontardawe workshop, contact:**  
April or Leanne on 01792 817575 or Joan on 01639 895173  
(for residents of Neath, Port Talbot).

Fulfil your Potential is a highly interactive workshop programme aimed at lone parents and women who would like to consider self employment. Three workshops will be held during the week across Swansea Bay, the workshops are designed for the needs of new and aspiring business people and is aimed at helping you to:

- Identify successful business ideas
- Gain the right life / work balance
- Develop procedures to manage your business
- Review personal goal and objectives for your business
- Develop networking skills.

The workshops are FREE of charge with childcare costs with a registered childminder reimbursed.

**Date:** Tuesday 21st November  
**Title:** Fulfil Your Potential – Women & Lone Parent Workshops  
**Time:** 9.30am – 4.30pm  
**Venue:** The Foothold Centre, Llanelli  
**For the 21st November Llanelli workshop, contact Denise or Cyndy**  
**on 01554 779919 or visit [www.thefootholdgroup.com](http://www.thefootholdgroup.com)**  
(For residents of Carmarthenshire).

**Date:** Wednesday 22nd November  
**Title:** Fulfil Your Potential – Women & Lone Parent Workshops  
**Time:** 9.30am – 4.30pm  
**Venue:** The Phoenix Centre, Townhill, Swansea  
**For the 22nd November Swansea Workshop,**  
**contact: Sue Woodward at the Business Centre, Swansea**  
**on 01792 545055. (For residents of Swansea).**



**Date:** Tuesday 21st November  
**Title:** Launch of 'Wireless Swansea' -  
the City Centre Wireless Internet Access project



**Time:** All Day  
**Venue:** Swansea City Centre

The project enables Swansea businesses, citizens and visitors to gain access to the Internet wirelessly throughout the main pedestrian areas of the City Centre.

**For more information on the project, together with event details and time, please contact the Swansea Bay IT Support Centre on 01792 545068, or email: [wifiSwansea@swanseabayit.co.uk](mailto:wifiSwansea@swanseabayit.co.uk).**

**Date:** Wednesday 22nd November  
**Title:** Speed Networking Breakfast



**Time:** 8am to 10.30 am  
**Venue:** Liberty Stadium, Swansea

Based on the 'speed dating' trend, this lively event will provide you with a host of new contacts to help you grow your business.

The event has received extremely positive endorsements from business communities across Wales for its entertaining format and clear business focus. This event is free of charge with breakfast provided, but registration is essential.

The morning will include:

- Breakfast and informal networking,
- Structured networking sessions when you will have the opportunity to talk about your business to other SME's attending, A short presentation about the Local Supplier Development Project and Contract Shop

**This event is brought by the Local Supplier Development Project & Contract Shop and is FREE of charge.**

**For more information on these projects please contact Helen Beddow on 01792 545076 / [Helen.beddow@swansea.gov.uk](mailto:Helen.beddow@swansea.gov.uk)**



**Date:** Wednesday 22nd November  
**Title:** Born Global: International New Ventures –  
Why and How they Succeed



**Time:** 6pm Light buffet for 6.30pm start  
**Venue:** Technium Swansea (Building 2), SA1 Swansea Waterfront

Hosted at Technium, Swansea and in partnership with the Chartered Institute of Marketing, this seminar will focus on the nature of international marketing in small and medium sized (SMEs) firms. Dr Mathew Hughes and Prof Robert E Morgan describe the findings from various international studies that have been conducted on a particular type of SME – the “Born Global” firm. These firms are characterised with distinctive resources and capabilities that endow them with high velocity growth potential. An assessment will be made of the pathways to becoming a successful born global and discussion will be given on how existing SMEs can emulate their growth vectors.

**Cost £2 per person for CIM members and £4 per person for non members**  
**Online booking at [www.cim.co.uk/events](http://www.cim.co.uk/events) (search by region)**  
**or tel: 01628 427120**

**Date:** Thursday 23rd November  
**Title:** People in Business –  
Meet the brains behind London 2012, EasyJet & Go



**Time:** 8.00am – 10.00am  
**Venue:** Stradey Park Hotel, Llanelli

David Magliano, the internationally renowned speaker will demonstrate how his marketing theories can be applied to your business. He is passionate about helping businesses with modest budgets to secure value for money from their marketing.

His presentation will cover:

- Strategies: What makes a good marketing strategy?
- Targeting: Defining and understanding your audience.
- Segmentation: Different people want different things.
- Pricing: Maximise this sophisticated marketing tool.
- Communications: Get heard, even on a small budget.

**Cost of £10 per person.**  
**To book visit [www.wales.gov.uk/pib](http://www.wales.gov.uk/pib) or contact Caroline Spindlove, on 0800 0121735 or email [pib@merlin.me.uk](mailto:pib@merlin.me.uk)**



**Date:** Thursday 23rd November

**Title:** East meets West

Swansea Bay Partnership International Inter Trading Event



**Time:** 9.00am – 5.00pm

**Venue:** Liberty Stadium, Swansea

Join us for a unique business opportunity to meet directly with international businesses. Expand your business by meeting companies interested in developing trade links with Wales for:

- One to one meetings
- Direct business prospects
- Joint ventures
- Trading links
- Networking

The event will also include an exhibition featuring trade partners from China, Sweden, Denmark, Estonia and Slovenia.

**This FREE event is open to businesses across Swansea Bay.**

**To register your interest in attending the exhibition or the pre arranged one to one meetings with specific companies please contact: Donna Davies, Principal Project Officer, City & County of Swansea. Tel: 01792 545050 or email: [businesscentre@swansea.gov.uk](mailto:businesscentre@swansea.gov.uk)**

**Date:** Thursday 23rd November

**Title:** Go Global with Confidence

International Trade seminar



**Seminar programme to commences at 9.30am**

**Venue:** Liberty Stadium, Swansea

This seminar programme aims to make International Trade simpler; helping you manage the risks, spot opportunities to expand your business and enhance your bargaining position.

Seminars will cover:

- |                    |                                  |
|--------------------|----------------------------------|
| • 9.30am & 1.45pm  | Trade finance opportunities      |
| • 10.15am & 2.30pm | Foreign exchange risk management |
| • 11.15am & 3.30pm | Breaking into emerging markets   |
| • 12.00pm & 4.15pm | Trading with China               |

**FREE of charge this seminar programme provided by Barclays Bank and International Business Wales is open to all businesses across Swansea Bay but places are limited and pre-booking is essential.**

**To register your business for one or more of these individual seminars contact Lynneeth Williams at Barclays Bank on 01792 492722 email: [lynneth.williams@barclayscorporate.com](mailto:lynneth.williams@barclayscorporate.com)**



**Date:** Thursday 23rd November  
**Title:** Tinopolis Case study – Studio Networking Event



**Time:** 6.30pm start  
**Venue:** Tinopolis TV Studios, Llanelli

Take advantage of this unique opportunity to gain an insight into the growth of this innovative Welsh company who have seen operations expand considerably from Llanelli to London over recent years with acquisitions that include Mentorn – Producers of Question Time and many more.

Network with other business people from across the bay whilst enjoying a behind the scenes studio tour and case study from Huw Williams of Tinopolis.

**Cost £15 (Carmarthenshire Chamber Members)  
£20 Non Members – includes wine and buffet.**

**To register contact Michelle at Carmarthenshire Chamber on 01554 779911.**

**Date:** Friday 24th November  
**Title:** Celebration Dinner 'An Evening with Mike Doyle'

sponsored by

**Business & Vehicle Finance Ltd**

**Time:** 7:15pm for 7.30pm start  
**Venue:** The Brangwyn Hall, Swansea



Award winning comedian – Mike Doyle

**Grow your business in an effective enjoyable way as Celebration Week is brought to a spectacular close with its Celebration Dinner.**

This year the evening will include entertainment from Carmarthen born award winning comedian, West End star and TV personality - Mike Doyle. Mike will be interviewed by his old friend Roy Noble, and together they are sure to deliver a night of unique entertainment.

This event has become established as one of the key events in the Bay in Business calendar and it offers companies the ideal opportunity for networking and corporate entertainment. The evening will commence at 7.30pm with a champagne reception and dinner is served at 8.00pm. Don't miss out on a great networking opportunity and night of hilarious comedy with two of Wales' top entertainers.

**Cost £35 per person or £350 for a table of ten.**

**To book seats contact Sarah Toomey,  
Bay in Business Event Coordinator, on 01792 545066  
or email sarah.toomey@swansea.gov.uk**

