

Transatlantic Conference 2018 Agenda

Thursday 7th June, 8:00 – 16:30
The Royal Birmingham Conservatoire

Registration & Networking 8:00 – 9:00

Welcome Address

08:45

Speakers	Professor Julian Beer, President, BABC Midlands
	Professor Philip Plowden, Vice-Chancellor, BCU
	Andy Street, Mayor of the West Midlands
	Sir John Peace, Chairman, Midlands Engine

Session 1 *Inward Investment Opportunities in the Midlands Engine*

- Overview of the Midlands Engine opportunity
- Sector opportunities – automotive, advanced manufacturing, financial and professional services, and food and drink. High growth sectors – creative and digital, life sciences, and renewables.

Session 2 *Transatlantic Trade Post-Brexit*

- How would a post-Brexit deal with the EU shape transatlantic trade?
- What are the opportunities posed by the North American Free Trade Agreement (NAFTA)?
- What are the global implications of tax reform, the outlook for free trade agreements?

Speaker	The Rt Hon Liam Fox MP, Secretary of State for International Trade
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Session 3 *The Economic Challenges Facing Business and Industries*

- What is the impact of new policies, including monetary, economic, spending policies, and immigration on U.S. manufacturing? What are key the trends?
- What is the U.S. economic viewpoint on UK Brexit negotiations and likely impact on U.S. and UK economies?
- How is post-Brexit Britain viewed outside of Europe?

Speaker	Joe Brusuelas, Chief Economist, RSM US LLP
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Coffee and Networking Break**10:45****Session 4 *Trade and Productivity in the Context of the Industrial Strategy***

- What are the global trends that are shaping the future (artificial intelligence; clean growth; an ageing society; and future mobility from driverless cars to drones)?
- What is the role of inward investment in aiding economic growth and productivity?

Speakers	Professor Simon Collinson, University of Birmingham
	Priya Guha, Ecosystem General Manager, RocketSpace
	Speaker to be announced

Session 5 *Digital Trade, Cross-border Data Flows, and Cyber Crime*

- What are the opportunities to facilitate cross-border data flows for business transactions, reducing barriers to digital trade.
- What is the impact of digital technology on international trade, and how can businesses access new markets and develop economically efficient business models?
- What are the key business risks from cybercrime, including the dark web, cyber risk and insurance, and data governance?
- What are the challenges in transatlantic cooperation in cyber management; and key areas of cross-sector learning for cyber preparedness?

Speakers	Julian David, CEO, techUK
	Speaker to be announced
	Speaker to be announced

Networking Lunch**12:15****Session 6 *Transatlantic trade and investment - what are the opportunities for SMEs?***

- What are the key barriers to trade (such as regulatory issues, non-tariff barriers, and intellectual property rights) and how can these be overcome?
- Understanding the potential for expansion and the opportunities presented through the Transatlantic Trade and Investment Partnership (TTIP)?

- Inspiration: Cal Henderson, Chief Technology Officer and co-founder for business communications app Slack (BCU Alumni of the year, 2015).

Speakers	John Simmons, Minister Counselor, Commercial Affairs, U.S. Embassy
	Mark Proctor, Managing Director, EU Automation
	Karima-Catherine Goundiam, Managing Director, Red Dot Digital Inc
	Simon Hall, Deputy Director UK Regions - Midlands Engine, Department for International Trade
	Amy Moore, Partner, CliftonLarsonAllen (CLA) LLP

Session 7 *The Future of design-Driven Innovation*

- Session Description TBC

Speakers	Chris Gubbey, CEO, London EV Company Limited
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Coffee and Networking Break

15:15

Session 7 *The Annual Interview: The Future of the Transatlantic Relationship*

- The Annual Interview provides an opportunity to assess the strengths of the US-UK transatlantic relationship and how it will continue to thrive in the future.
- This will take place in an interview style format, with panel members responding to questions relating to the political, economic and cultural bonds that link the U.S. and the UK, the points of friction, and how both nations can continue to find common ground and work together in the future.

Speakers	Steven Bridges, Managing Director Business Development, Grant Thornton Chicago (Previously UK Consul-General Chicago)
	Emma McClarkin, Member of European Parliament, East Midlands

	Professor Alex De Ruyter, Centre for Brexit Studies, Birmingham City University
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Closing Remarks

16:30

- Brief conference wrap-up

Speaker	Professor Julian Beer, President, BABC Midlands
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