

The background of the poster is a photograph of a building's facade, likely the Royal Liver Building in Liverpool, viewed through a window. The image is overlaid with a complex pattern of semi-transparent, overlapping geometric shapes in various colors including red, blue, yellow, green, and purple. The text is white and positioned in the upper left and center areas.

2018 INTERNATIONAL BUSINESS FESTIVAL

Join us at the world's
biggest business festival

12 - 28 JUNE 2018

LIVERPOOL, UNITED KINGDOM

The **International Business Festival** is the world's biggest business festival. Hosted every two years in its home city of Liverpool, the Festival connects ambitious businesses with investors, innovators and industry leaders from around the world.

Held within the state-of-the-art facilities of the Exhibition Centre Liverpool, the three-week Festival gives businesses the space, support and expertise they need to realise their potential.

Backed by UK government, the 2018 International Business Festival is a true celebration of the dynamism and diversity of the global marketplace.

We're growing

Since 2014 the International Business Festival has attracted delegates from Europe, China, the Americas, India and South East Asia.

Attendees will experience an inspiring and engaging programme of expert panels, practical workshops and high-profile keynote addresses.

To date the International Business Festival has facilitated additional trade and investment worth an estimated 776 million US Dollars. In 2016 a third of attendees said that the event had encouraged them to begin exploring new global markets.



Her Majesty the Queen visiting the International Festival for Business 2016, Liverpool.



9 themed days, across 3 weeks

The nine core days of the 2018 International Business Festival programme will each focus around a high-growth sector set to shape the economy of the future.

Week 1

Week 2

Week 3

**GLOBAL
ECONOMICS**

12TH JUNE 2018

**FUTURE
TRANSPORT**

19TH JUNE 2018

**HEALTH &
LIFE SCIENCES**

26TH JUNE 2018

**URBANISATION
& CITIES**

13TH JUNE 2018

MANUFACTURING

20TH JUNE 2018

**CREATIVE
INDUSTRIES**

27TH JUNE 2018

**SUSTAINABLE
ENERGY**

14TH JUNE 2018

**GLOBAL
LOGISTICS**

21ST JUNE 2018

**SPORT, CULTURE
& TRAVEL**

28TH JUNE 2018



Festival components

Held between 12-28 June 2018, the third edition of the International Business Festival is set to be the boldest and most ambitious yet, with a variety of elements designed to allow attendees from around the world to build connections and share ideas.



International Marketplace

Over a hundred business, organisations and institutions showcasing their offer to buyers, investors and potential international partners



Events & Conferences

A host of world-leading industry conferences and exciting events will make their home at the 2018 International Business Festival



Knowledge Hub

Access to practical workshops, how-to sessions and expert advice for businesses who want to realise their true potential





Blueskies Stage

The festival's platform for innovators, influencers and industry experts with important ideas and inspiration to share



Building International Connections

Space to grow your global networks whether via organised business-to-business matching events or less formal social gatherings



Innovation Hub

This new festival element will enable visitors to experience and interact with the latest innovation trends in business



Opportunities for International Delegates

International Marketplace Exhibition: Country and city representation

For three weeks in 2018, the world will be represented on the floor of the International Business Festival, as key cities and regions will be given the opportunity to take space in the festival's International Marketplace.

A selected number of stands will be offered in sizes ranging from 4m₂ to 16m₂. A choice of specification packages – covering AV and design – will also be available.

In addition, there is a suite of rooms available to hire for those companies, cities and regions wishing to host more private events for potential investor and buyers.

For costings and specifications please
contact Chris Heyes
cheyes@thebusinessfestival.com



Fly to Buy

The International Business Festival is offering a Fly to Buy incentive scheme to provide a contribution to travel costs of international companies who want to be part of the 2018 event.

The Fly to Buy scheme is available to businesses who wish to pursue the following international opportunities:

- International buyers looking for UK or other international products
- International investors looking for opportunities in the UK or other markets
- International companies looking for joint venture, mergers or acquisitions with UK and international companies
- International suppliers looking for UK and international partners or distributions

Availability subject to application process.

For more information on the Fly to Buy initiative, contact
Christine Vaudrey cvaudrey@thebusinessfestival.com



Liverpool - Your host city

With its reputation for openness, its vibrant enterprise culture and its historic standing as a gateway to international trade, Liverpool is the natural home for the International Business Festival.

Connected to the world via two nearby international airports - and just over two hours by train from central London - Liverpool is a North of England hub, favourably positioned to allow excellent access to the UK market.

The city is the birthplace of The Beatles, the home of English Premier League football club's Liverpool and Everton FC and boasts a unique and historic waterfront with UNESCO World Heritage status.

Recently crowned the fast-growth capital of the UK, Liverpool is at the centre of the

country's second largest regional economy outside of London and the South East - worth more the 200 billion US Dollars.

Named as the friendliest place in Britain by Condé Nast Traveler magazine, Liverpool is one of the world's best-loved visitor destinations. The city boasts superb shopping, outstanding restaurants and a range of budget, premium and luxury accommodation.

2018 is shaping up to be an exciting year for Liverpool, which is marking the 10-year anniversary of being named European Capital of Culture through a series of major events - from the Bordeaux Wine Festival to the Biscay Tall Ships Regatta to a special exhibition of the Terracotta Warriors of X'ian.





ACC and Exhibition Centre Liverpool



Mersey Ferry and Liverpool waterfront

Join us

There are many ways to help shape the **2018 International Business Festival** – as a partner, sponsor or an ambassador. Whether you're from a corporate or a startup, Chicago or Chengdu, if you want to get involved, then let's do business.

Travel & Accommodation

For assistance with travel arrangements, hotel bookings and more information on Liverpool's cultural goings-on, please contact Kate Currie at the Liverpool Convention Bureau kcurrie@marketingliverpool.co.uk

International Festival Delegates

For more information regarding the festival and how we can help you to become part of it, contact Christine Vaudrey cvaudrey@thebusinessfestival.com

Commercial Partnerships

The International Business Festival can help your brand target an audience of industry leaders, global influencers and ambitious SMES from around the world. For a sponsorship package tailored to your business needs, and for information regarding the Events and Commercial Partnerships, contact Chris Heyes cheyes@thebusinessfestival.com

Media Enquiries

For quotes, images or further press information on the festival, contact Matthew Hull mhull@thebusinessfestival.com



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