



BUSINESS INSIGHTS

An Online Festival of Business & Innovation

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Business Insights

An Online Festival
of Business & Innovation

An International Network for
Micro and SME Businesses

Digital & Online | Collaboration | Innovation
Regional | National | International



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In association with

nettl
of Gloucester & Cheltenham



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Introduction

Welcome to Business Insights, a project owned by County Business Shows Ltd and developed when the team was challenged to build an online festival project during the Covid disruption in 2020.

The first Business Insights was held in June 2020, it quickly acquired an international focus with supportive partners across the globe.

An international Micro and SME business network was added in September 2020, the event became an international and online addition to our live location festivals and has been gaining momentum ever since.

Understanding the Global Business Community

Worldwide, best estimations say that there are about 300 million entrepreneurs running about 150 million businesses. In 2019 Global GDP was around \$142 trillion.

The global population is estimated to have reached 7,800,000,000 people as of March 2020.

It took over 2 million years of human history for the world's population to reach 1 billion, and only 200 years more to reach 7 billion.

The global median age has increased from 21.5 years in 1970 to over 30 years in 2019.

The global population breakdown by age shows that a quarter (26%) are younger than 14 years, 8% are older than 65, while half of the world population is in the working age bracket between 25 and 65.

There are 195 countries in the world today. This total comprises 193 countries that are member states of the United Nations and 2 countries that are non-member observer states.

There are 10,000 cities on planet earth. Half of which didn't exist 40 Years Ago according to The European Commission and the Organisation for Economic Cooperation and Development

Small and Medium Enterprises (SMEs) play a major role in most economies, particularly in developing countries.

SMEs account for the majority of businesses worldwide and are important contributors to job creation and global economic development.

They represent about 90% of businesses and more than 50% of employment worldwide.

Registered SME businesses contribute up to 40% of national income (GDP) in emerging economies. These numbers are significantly higher when informal SMEs are included.

In 2019, global GDP amounted to about 142 trillion international dollars. Gross domestic product, also known as GDP, is the accumulated value of all finished goods and services produced in a country, often measured annually.

As of 2019, according to the World Bank, the estimated average GDP per capita (PPP) of all of the countries of the world is \$16,539, with:

Monaco at	\$ 186,741
USA at	\$ 65,281
UK at	\$ 42,300
Burundi at	\$ 261



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Business Insights – A Festival of Business and Innovation

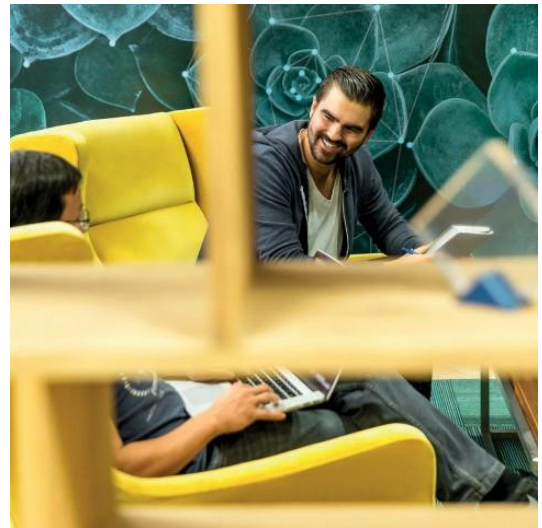
Business Insights is an online festival. Our model embraces a wide range of topical issues each year and we will offer our audience more choice than they can fulfil. From our online exhibition, through to the wide-ranging content, we invite you to choose what is right for you, spend time building relationships, be inspired by new ideas and thoughts and come back next time and tell us how it went!

It's all presented by a collaboration of businesses and business leaders with ideas, thinking and discussion that will help businesses anywhere to build relationships, understand more about doing better business and to start addressing some of the real challenges faced by businesses – whether on an individual level, across regions and nations, or on a truly global basis.

The festival offers speakers, panel discussions and forums. As well as informing and learning, it creates discussion in the areas most challenging to today's business communities.

By engaging our audiences, our aim is to inform and create a momentum that will contribute to building a vibrant and engaged business community wherever you are and allow you to reach out and engage other business communities in joined up thinking.

We believe passionately in collaboration and innovation. We embrace challenging thinking and our aim is to create a space for new ideas and relationships that will lead to innovation, communication, business development and transactions.



People do business with people

People do business with people; they work with businesses they understand, and they buy the products and services they trust.

Business built on strong relationships will have a greater value, it will lead to more repeat business from loyal clients and be far more efficient to manage.

That will create more capacity in your business to innovate, develop more business opportunity and grow.

Why does the show span two days? With a broad festival programme, so much to engage with and a diverse collection of businesses exhibiting, we believe you will need the time to find the programme items that will matter for your business, to meet and understand the exhibitors and to take time to meet new contacts and develop existing ones. It all leads to better, deeper and higher quality business development

“I’ve taken part in Festival of Business and Innovation projects from the County Business Shows team over many years – as a delegate, an exhibitor a sponsor and as a strategic partner. Every time they throw up new opportunities, shape different thinking and at the same time provide opportunities to re-connect with colleagues and meet new contacts. The projects are fun, interesting, and thought provoking. They drive home the need to be part of a larger business community – wherever that is.”

Tom Beasley
CEO, Active Gloucestershire





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Building business

From pre-start up ideas to small, medium and large businesses, to corporate and multi-national organisations, we provide engaging and supporting ideas and experts to help you grow your business.

Every business and its management team constantly juggle the dilemmas and opportunities that form the path to growth. We look to cover many of these in our festival line up with 25 different subject threads covering the different areas of business. We work with a lead collaborating partner business and a number of content partner businesses on each thread.

We also work also with business and strategic leaders, training providers and professional bodies from all over the world to develop content that addresses current and future issues that impact all sizes of business.

Business Insights works across different digital formats to deliver each of our festivals.

LIVEstream content is taken live from partner venues, or one of our live location show projects and broadcasts presentations, panel discussions and interactive content in real time over each of the two-day projects.

LIVEtalk Forums present key sectors in a boardroom table style discussion on a pre-prepared agenda on a video conference platform

LIVEtalk Discussion presents a key subject based discussion with invited guests and publicly booked seats in a chaired discussion on a video conference platform.



“Business Insights has firmly established itself as an important fixture in the business calendar. Started in the difficult business climate of 2020, businesses and business organisations have found a place to come together to share ideas, expertise and support and to network in a friendly, positive and productive way. It stands to become a vital component of the global business community being such a vibrant and exciting place to do business. Long may it continue.”

Sam Holliday
Development Manager,
Federation of Small Businesses

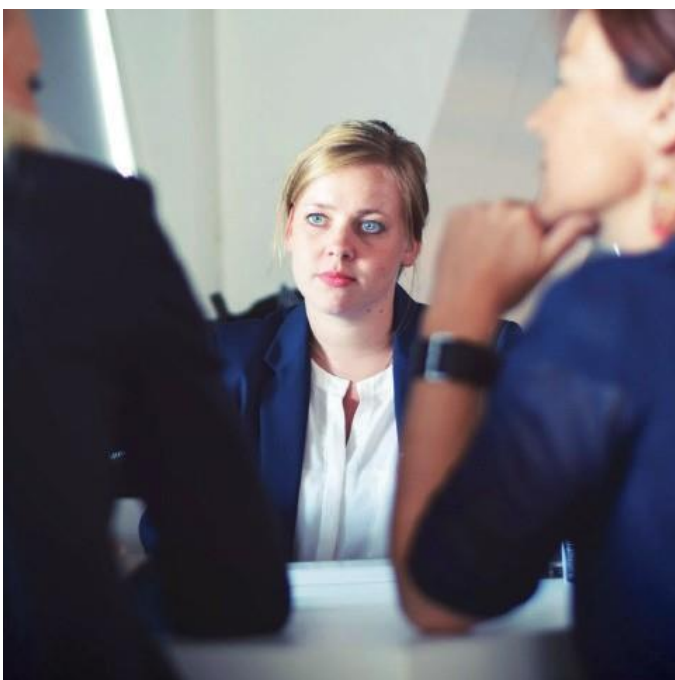
Building a community

Communities don't just happen, they are created over time through infrastructure, relationships and oversight.

We believe that the global business community has an exciting and diverse set of opportunities to grow and to support new, innovative businesses as it reaches out beyond the local, regional & national trading environment in which a single business is based.

By understanding wider business communities better, we can create employment, attract talent and produce a healthier, wider community across our region, nationally and internationally.

It's an objective worth working for.



“Working with the County Business Shows Team as sector lead, curating the visitor economy subject thread, I’m really looking forward to seeing Business Insights grow to connect like-minded businesses, wherever they are in the world.

The visitor economy is a critical part of any town, city, region, or nation. If we have a tool to project our own places and hear about others, then it’s very important addition to the business world on a global basis”

Steve Gardner-Collins
Sales Director, The Hatton Collection
Director, Visit Gloucestershire





Business Insights International SME Network

A business network open and accessible to businesses of all sizes to meet regularly on a video conferencing platform to extend international contacts, improve understanding of cross-cultural business and build new trading opportunities

There are common threads to doing business wherever you are in the world.

Cultural, linguistic and time zone differences can present some significant challenges.

The Business Insights International Network exists to allow Micro and SME businesses to create connections and business relationships with like-minded business people anywhere in the world.

The businesses involved have a regular chance to meet and exchange thinking with comparable businesses from a range of cultures. It gives an opportunity to understand better how business works in different cultures, to meet contacts and seek out new marketplaces.

"I've been immersed in the micro, SME, corporate and multinational community for most of my working life. The opportunity being presented by the Business Insights International SME network is a chance for businesses anywhere to meet and learn from contacts across different cultures, continents, languages and nations, something that can be very difficult to achieve efficiently. As businesses we learn from each other, build relationships and find new contacts to do business with – our network opens up international trade and crosses boundaries in a unique and exciting way."

Guy Timson

Director, The Event Training Company & Channel Force
Chair, Business Insights International SME Network



Engaging with marketplaces across the globe can be a challenging and expensive experience for Micro and SME Businesses

Governmental channels can be hard to navigate and at times challenging to get onboard.

SME Business networks exist almost everywhere in different forms. They are populated by innovators and entrepreneurs and with the right understanding, cultural awareness and planning, will usually provide a route to networks and connections involved in your target market.

We use The Business Insights festival to stimulate and engage the BILSN network and the network to promote the festival, creating opportunities for Micro and SME businesses to meet, exchange and trade beyond their normal boundaries.

Business Insights Online Exhibition

Business Insights has a 3D virtual exhibition space where we can present our exhibitors in graphic format. The Exhibition is open to public access (via Eventbrite registration) for around eight weeks giving a far longer exposure than the live location equivalent.

Our online 3D virtual exhibition creates a “walk through” experience to meet our exhibitors in graphic mode.

Each presentation has an information link that will take the visitor on to a dedicated page for that exhibitor with a more in-depth overview of the business and further links to websites, interactive pages and more.

The dedicated page can also carry links to a live video conference environment that your business might be running at certain times over the Business Insights festival dates, or maybe have open and manned for the full two days.

We also have a festival fringe programme and exhibitors are invited to run their own event over the festival, hosted on their own platform with links from the festival exhibition and also the exhibitor’s own marketing. This will extend the real exhibitor / prospect 1:1 experience to the virtual exhibition and allow the exhibitors to really meet the visitors in a real way.

Presenting in a virtual exhibition is very different to a live location one. The presentation graphics, the offering you bring has to be far more enhanced as that is your draw to involve visitors in understanding your business. With our sponsor and partner The Business Kitchen, we offer some complimentary dedicated training to understand how to make it work for you.

As an online Exhibition as a part of an internationally based project, the exhibition is a great opportunity for UK businesses to project a presence to a far wider audience.

For Internationally based businesses it projects a presence in the UK areas where we have strong following as well as elsewhere in the world.

“Sabre UK Ltd has worked with Pete and the CBS team for the last 3 years, looking after the International Trade subject thread, running forums and being a project sponsor.

Business Insights has opened a new dimension and direct set of online communications for businesses and entrepreneurs anywhere in the world. It takes down the traditional barriers to trade and allows businesses to get to know each other very directly. The online exhibition allows businesses to present from the UK anywhere and from our India and China clients into the UK and elsewhere.

We’re looking forward to being a part of this for a long time to come.”

Roger Mackrill,
Director, Sabre UK Ltd





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Our Festival Line up

Working to the format of a festival, our line up comprises **LIVEstream** content, **LIVEtalk** discussions, **LIVEtalk** forums, and our festival fringe events.

LIVEstream

Our **LIVEstream** programme is broadcast from a host venue, scheduled over the two festival dates. Panel discussions, expert comment, keynote advice around topical and relevant business issues form the creative business programme.

LIVEtalk forum

Our sector specific **LIVEtalk** forums are a boardroom style discussion chaired by a sector professional with invited guests from the same sector. The Forums are held on a video conferencing platform, they offer a valuable strategic overview, they tackle topical issues and also provide an opportunity for an audience to learn, ask questions and become better informed on the sector business.

LIVEtalk discussion

Our **LIVEtalk** discussions on a video conference platform bring a topical chaired discussion with experts, key opinion, and thought leaders in a discussion with an audience who have an interest in the subject and want to explore further.



Festival Fringe

Alongside our main festival programme, Business Insights hosts a festival fringe. A programme of events that our exhibitors and sponsors put together with their own resources and under their own brand which we are happy to present in a programme and which at linked through from the virtual exhibition.

Become part of the story

Get Involved... Join the Conversation... Become Part of the Story...

Whether a sponsor, a partner, a contributor, an exhibitor, or visitor, please consider collaborating with us to build a stronger business community – wherever you are.

Innovation and productivity happen when we work together. If you're starting out, getting involved in the business community will help you reach your goals.

If you're already on the journey, at whatever level, then join us and find the challenges and opportunities that will take you and your team to the next level. We never stand still, we can only slip backwards, or move forward and grow.

To grow we need to innovate and to innovate we need stimulation and inspiration.



"I was invited to join the steering group for the International SME network a few months ago as the team started to create this exciting opportunity for businesses everywhere. It's an exciting process that is happening and the potential to see businesses trading across boundaries is huge.

2020 has been a very tough year for business everywhere and here in Cape Town that is something that has caused real hardship. If we can build relationships with other businesses around the world, compare experience and ideas and think about trading in new markets, then that will be a real win and could make a real difference."

Yolanda Mabuto

Group CEO, Davaine Growth Solutions
Chair, South African Institute of Electrical Engineers
- Entrepreneurship and innovation Chapter
WBAF International partner (SA)

If you have an established business and a proven strategy for development and growth, then you have an opportunity to share your stories and help others to conquer their challenges.

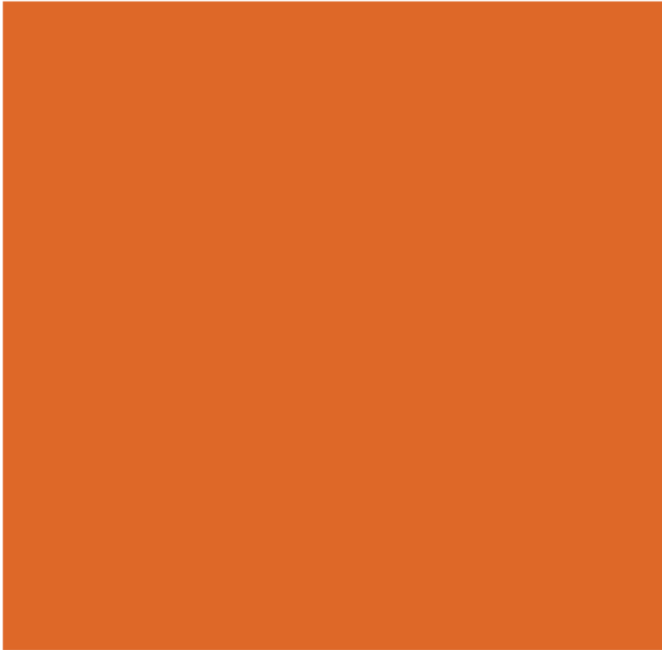
Wherever you are on your business journey, we hope you will join us to meet new contacts, think fresh thoughts, and develop the important relationships that will help you move your business forward.



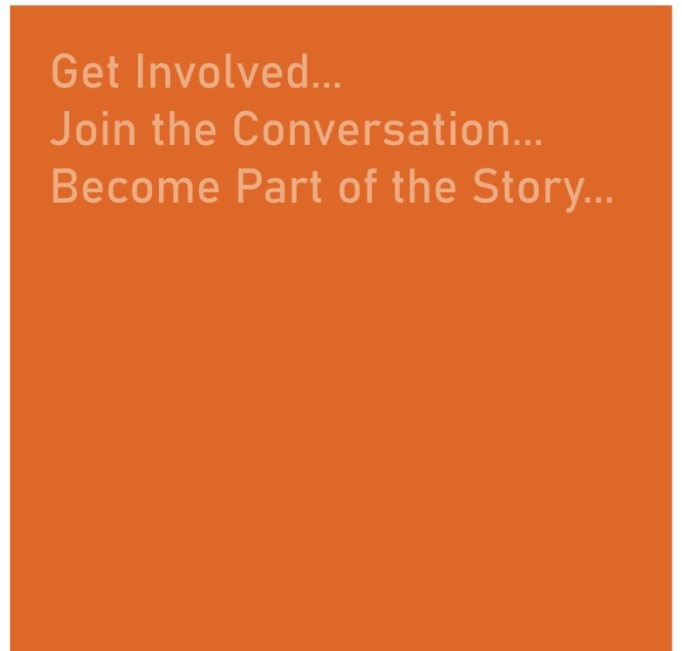
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