



# BUSINESS INSIGHTS

An Online Festival of Business & Innovation

## #BI21.1 / International Focus

# LIVEtalk

## International Trade – Any Questions?

Tuesday 19 January, 2:30pm

### Book your tickets

[https://bi21-1\\_international\\_trade\\_any\\_questions.eventbrite.co.uk](https://bi21-1_international_trade_any_questions.eventbrite.co.uk)

If you have any questions for the panel prior to the event, you can email them to [BI21.1@business-shows.co.uk](mailto:BI21.1@business-shows.co.uk) (please quote the event title in your email).

Tuesday 19 January, 2:30pm

## International Trade – Any Questions?

Following our International Trade Forum discussion, we bring together a number of international specialists to take questions around building business development through trading internationally. Brexit has created both opportunity and vulnerabilities, the current pandemic has exponentially increased the use of online communications that have made it so much easier to reach out internationally and build new business relationships. Culture, language and the simple interpretation of brand, graphics and body language are all areas of discussion and our panel will be looking to understand business concerns and uncertainties around how to build new international business.

You can submit questions via the event registration process, or on our dedicated email address: [BI21.1@business-shows.co.uk](mailto:BI21.1@business-shows.co.uk)



### Roger Mackrill

Following an extensive career in automotive, aerospace, nuclear power engineering and senior management in US, UK, Europe, India and China, Roger is the director and founder of Sabre UK Ltd. Founded in 2007. With abundant experience as Quality Director, Managing Director in a wide range of global corporations, including GM, Rolls Royce, SKF, ISMT India, Kalyani Group India and Changan Group China, Roger is an experienced professional guiding clients through strategic direction and planning to enter and establish presence in Asian markets.

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