**BPA Exporting Conference**

**Thursday 20th November 2014 – 11.30am to 3.30pm**

**The Grosvenor House Hotel, 86-90 Park Lane, London W1K 7TN**

**AGENDA**

11.30 – 11.40   **Introduction**

11.40 – 12.40  *Athena Gong, CBME China*

**Unlock the Doors to China’s Booming Children Baby & Maternity**

**Products Market**

12.40 – 12.50 *Jim Shaikh, Yoomi*

**Yoomi’s first-hand experience exhibiting at CBME Shanghai 2014**

12.50 – 13.00 *Lily Yang, China-Britain Business Council*

**Support for UK companies and networks available to tap into demand for UK baby products among Chinese middle classes**

13.00 – 13.45   Lunch

13.45 – 14.00   *Spencer Mahony, HM Consul and Region Director for UKTI, Washington*

**What support is available for British companies looking to grow exports in the USA**

14.00 – 14.30   *Ashley Benjamin and Jennifer Brown, Dehns Patent and Trade Mark Attorneys*

**Intellectual Property (IP) issues in international trade**

14.30 – 15.00   *Elaine Lamb, La Playa*

**The ins and outs of international product liability, insurance and advice to companies looking to expand globally**

15.00 – 15.30   BPA

**Information about the BPA’s UK Pavilions at CBME Shanghai, Kind und Jugend, Cologne and ABC Kids Expo, Las Vegas**

15.30                 Close