



GLOBAL EXPANSION CONFERENCE

Four Seasons, London

May 25-26, 2022

Agenda

GEC 2022

We have created an agenda in collaboration with some of the most influential business leaders across the globe. Thought leaders and Industry Icons across 5 continents will share their thoughts, words and inspiration with you. To further your expansion goals, you will forge relevant connections with like-minded people in the global business community.



GEC 2022 — DAY 2



TIME	SUBJECT
08:00 - 09:00	REGISTRATION & TEA Greetings and Welcome
09:05 - 09:10	WELCOME REMARKS
09:10 - 09:40	KEYNOTE: HOW TO BUILD A GLOBAL ECOSYSTEM IN A DIGITAL WORLD How Rolls-Royce builds, engages and delivers a stronger ecosystem through collaboration and innovation internationally. Caroline Gorski, R² Factory, Rolls-Royce
09:45 - 10:15	BUILDING A DIGITAL NATION & DOING BUSINESS WITH CHINA Digitalisation has impacted every area of life. We will hear from Allan Chou by video to discuss how China is leading the charge in digitisation of an entire nation, followed by a fireside chat. Allan Chou (RAIDiCal) - Video FIRESIDE CHAT: Nicholas Littlewood (Rosecastle Capital), moderated by Syrus Lohrasb (CBBF)
10:10-10:40	FIRESIDECHAT - THE ROLE OF GOVERNMENT IN AI & REGULATION Artificial Intelligence is changing how we live, work and play. This session will explore how governments can promote innovation and ensure AI and other technological innovations are adequately supported whilst balancing the need for them to be developed and used responsibly. Xiaodong Zhang (Agile Think Tank) - Short Introduction followed by: Fireside Chat - Lord Tim Clement Jones CBE (Member House of Lords), Dr Mimi Zou (Co- Founder, Deep Tech Dispute Resolution Lab, Co Founder, Deriskly Limited)
10:45 – 10:55	TEA BREAK
11:00 - 11:40	PANEL DISCUSSION: THE FUTURE OF MARKETING & BRANDING - METAVERSE, WEB 3.0 AND NFTS The virtual realm known as the Metaverse has only picked up pace over the past 2 years. Is this the future of the internet? How will blockchain technology create new, enriched customer experiences in virtual worlds? How can brands promote and sell in the Metaverse using the power of NFTs? Richard Foster-Fletcher (MKAI), Prof. Yu Xiong (University of Surrey), Mike Charalambous (Threedium), Arnold Ma (Qumin), moderated by Nina Jane Patel (Kabuni)



Time	Subject
11:45 – 12:15	<p>FIRESIDE CHAT: HOW TO SCALE YOUR BUSINESS GLOBALLY WITHOUT SINKING</p> <p>Companies are now dealing with increasingly global operations, with a growing need for specialized talent. This makes attracting and retaining the right people difficult for the job. Scaling your company to new international markets can be daunting. The challenges are unfamiliar, and the requirements are far from universal, but the business opportunities are endless. Join Mark Hedley, Vice President of Talent Recruiting, Globalization Partners, as he discusses strategies to scale your company internationally without sinking.</p> <p>Mark Hedley (Globalization Partners), moderated by Seraj Toefy (Centuro Global)</p>
12:15 - 13:15	<p>LUNCH & NETWORKING</p>
13:20 - 13:40	<p>FIRESIDE CHAT: THE FUTURE OF WORK - THE CEO PERSPECTIVE</p> <p>As the world becomes increasingly more impacted by globalisation, technology, and social responsibility, the future of work is changing. We sit down with CEO, Martin Thaysen to discuss the opportunities and challenges the next decade will hold.</p> <p>Martin Thaysen (Controlant), moderated by Mike Sergeant</p>
13:45 - 14:15	<p>PANEL DISCUSSION: GLOBAL MOBILITY & HR TRANSFORMATION - WORKING TOWARDS A COMPLIANT WORKFORCE IN A REMOTE WORLD</p> <p>Global Mobility has been significantly impacted by the global pandemic and is in urgent need of transformation. We will discuss the future of global mobility with leaders in the industry.</p> <p>Catherine Bryne-Hussey (Sky), Zeeshan Khan (Klaviyo), Claire Fielding (GoCardless), Kelly Hawken (A-GAS), Tony Dullaghan-Stone (Gerson Relocation)</p>
14:20 - 14:50	<p>PANEL DISCUSSION: GLOBAL EXPANSION - CHALLENGES, STRATEGIES & OPPORTUNITIES</p> <p>Centuro experts from 5 global regions (Japan, USA, Mexico, Netherlands, UAE) will unpack solutions and strategies to employ when looking to handle expansion challenges. Their expertise from different corners of the globe will highlight regional idiosyncrasies to be aware of.</p> <p>Steve Burson (Relo Network Asia), Teresa Gordon (Clayton & McKerverey), Daniel Rodriguez (RRSC), Marie O'Neill (EER), moderated by Ann Ellis (Mauve Group)</p>
14:55 - 15:55	<p>LIVE DISRUPTIVE TECHNOLOGY</p> <p>Presentation of three fast growing tech companies implementing innovation in their business models.</p> <p>Michal Ukropec (Twinzo Technologies), Jeremy Sosabowski (AlgoDynamix), Dr Keming Zhou (August Int.), moderated by Stephen Bloch (Innovation Warehouse)</p>
16:00 - 16:15	<p>CLOSING REMARKS</p>
16:15 - 17:30	<p>FAREWELL TEA RECEPTION & NETWORKING</p>

**THANK YOU
FOR JOINING US**

