

AUSSEN WIRTSCHAFT WIRTSCHAFTSMISSION

GOUK 2024

DOING BUSINESS IN THE ANGLOSPHERE

14.05.-16.05.2024

DRAFT PROGRAMME

as of March 05, 2024 | Changes may occur | London
in cooperation with Vienna Chamber of Commerce and Industry

Why should you come to London & how to successfully expand in the Anglosphere
In this programme you will:

- Learn about the ecosystem in the Anglosphere and how to immerse your company into it
- Address the challenges of entering the UK market
- Scaling up in the UK
- Navigating the market post-Brexit
- Meet and network with like-minded peers, experts and possible business partners

Tuesday, 14.05.2024

ARRIVAL

Suggested flight: British Airways 699 from Vienna VIE 07.40 to London LHR 09.10
Please feel free to book a different flight!

11:30- 12:20

OPENING REMARKS, MEET THE PARTICIPANTS & OVERVIEW UK ECONOMY

An overview of the program and a round of introductions.
Location: AußenwirtschaftsCenter London, 45 Princes Gate, SW7 2QA

12:20- 13:15

LUNCH AND NETWORKING

Please let us know if you have any food allergies or special dietary needs.

13:15-15:00

WORKSHOP: INTRODUCTION TO THE BRITISH MARKET

Speaker: Anthony David King, ADK (Culture, PR, Getting Know, Tech in Daily Business)

- An overview of AC London and the Program
- Overview of the British Market and the Anglosphere
- Q&A

In cooperation with:

15:00- 15:30 **COFFEE BREAK**

15:30- 17:30 **GETTING KNOWN IN THE UK (SALES)**
 Speaker: Richard Richie, Alcon Maddox (TBC)

- Introduction from speaker(s)
- Raising aware of your product/service
- How to find a distributor
- How to connect with the right people
- Q&A

17:30- 18:00 **AIR BREAK**

18:00- 19:00 **“GROWING IN THE ANGLOSPHERE” PANEL**

- Hear Learnings and Tipps from relevant Players in the UK

19:30 – 21:00 **Pub – gemeinsamer Ausklang**

WEDNESDAY, 15.05.2024

09:00-9:30 **TIME FOR COFFE AND NETWORKING**
 Location: AußenwirtschaftsCenter London, 45 Princes Gate, SW7 2QA

09:30-13:00 **ROUNDTABLE WORKSHOPS - AC LONDON**
 Participants get to choose three topics of interest beforehand, which will form the basis of their individualized morning schedule. This session will be more dedicated to Q&As, allowing to obtain the specific knowledge they need.

- Topic 1: Recruitment & HR (with Gallup (TBC))
- Topic 2: Product Market Research (Workshop)
- Topic 3: Funding & Support (with the Department for Business Trade & London&Partners (TBC))
- Topic 4: Import, Taxes & Payment (with Goodwille (TBC))

13:00-14:00 **SANDWICH LUNCH**

14:30 (14:45)-15:30 **LEGAL SURGERY: NEXT STEPS IN THE UK (LEGAL ROUNDTABLES)**
 with DAC Beachcroft LLP
 Topics:

- Immigration & Employment
- Corporate & Data protection

15:30-16:00 **COFFEE BREAK**

16:00 – 17:00 **LEGAL SURGERY: NEXT STEPS IN THE UK (LEGAL ROUNDTABLES)**

with DAC Beachcroft LLP

Topics:

- Immigration & Employment
- Corporate & Data protection

17:00 – 18:00 **TRANSPORT**

18:00 -20:00 **NETWORKING RECEPTION**

THURSDAY, 16.05.2024

09:00-20:00 **AUSTRIA CONNECT UK 2024**

Location: Smith Center | Find more information on the program [here](#)

Optional participation is included as part of this program.

In cooperation with: