



**INTERNATIONAL  
FESTIVAL FOR  
BUSINESS  
2016**

A photograph of George Osborne, the UK Chancellor of the Exchequer, speaking at a podium. He is wearing a dark blue suit, a white shirt, and a blue patterned tie. He is gesturing with his right hand while speaking. The background is a bright red wall. The image is part of a promotional graphic for the International Festival for Business 2016.

“WHEN I TRAVEL AROUND THE WORLD MEETING FOREIGN GOVERNMENTS AND INVESTORS I AM SELLING BRITAIN AS A BRAND AND EVENTS LIKE THE INTERNATIONAL FESTIVAL FOR BUSINESS MAKE THAT JOB EASIER. IT’S A SHOP WINDOW FOR GLOBAL MARKETS.

**SO I AM BACKING THIS INITIATIVE, COMMITTING THE FUNDING FOR ANOTHER FESTIVAL IN LIVERPOOL IN 2016.”**

**RT HON GEORGE OSBORNE MP**  
CHANCELLOR OF THE EXCHEQUER

**IFB2016.COM**

# CONNECT WITH GLOBAL BUSINESS

The second International Festival for Business, taking place in the UK in 2016, will be a truly global gathering of international reach and significance. Over three weeks in June, IFB 2016 will welcome the world's smartest business leaders and thousands of international business delegates. It will be a meeting place for those wishing to reach new markets, to forge new connections and to secure new customers from key markets around the globe. The Festival organisers are now engaging with potential partners, sponsors and event organisers; don't miss the opportunity to get involved.

Accelerate your business's international ambitions by joining us at IFB 2016.

## THE SECTORS

MANUFACTURING SCIENCE AND TECHNOLOGY CONSTRUCTION  
AGRI-TECH OFFSHORE WIND OIL AND GAS AEROSPACE AUTOMOTIVE  
NUCLEAR INFORMATION ECONOMY LIFE SCIENCES FINANCIAL &  
PROFESSIONAL SERVICES

# A HOST CITY LIKE NO OTHER

The International Festival for Business 2016 will be centred at Exhibition Centre Liverpool, a brand new state-of-the-art conference complex on the city's world famous waterfront. It will be in the heart of one of the most vibrant and developing cities in Europe, just two hours from London, 90 minutes from Birmingham and 45 minutes from Manchester by rail, with excellent international connections via Liverpool and Manchester airports.

Liverpool is a UNESCO World Heritage city, with a rich blend of history, arts and culture, plus a vibrancy and character unlike anywhere else. It is also a leading UK visitor and retail destination.



**COMMENCING – 13 JUNE 2016**

**LOCATION – LIVERPOOL, UK**

**EVENT – INTERNATIONAL FESTIVAL FOR BUSINESS 2016**

# BUILDING ON THE SUCCESS OF IFB 2014

The International Festival for Business 2014 saw tens of thousands of delegates attend more than 400 events during a seven-week period in June and July. For the participating companies, partners and sponsors, it was a resounding success. IFB 2014 was the first festival of its kind to be held in the UK and was the biggest business event in the world during 2014. It provided a platform for thought leadership and insight and for thousands of business people to make new connections with potential customers, suppliers and partners. The Festival was a key part of the government's ambition to promote economic growth, rebalance the economy and double UK exports by 2020.



# PLAY YOUR PART IN IFB 2016

The organisers of IFB 2016 are seeking early expressions of interest from organisations wishing to be involved in the Festival. Event organisers, commercial sponsors and institutional partners are being sought to deliver our ambition that IFB 2016 will be even more successful than IFB 2014. In 2014, Official Partners included BT, Santander, CNN and the Financial Times. Content Partners included UKTI, EEF, CBI, British Chamber of Commerce, FSB, the Institute of Directors and the London Stock Exchange.

Festival Supporters included some of the biggest names in global business, such as Arup, DWF, Jaguar Land Rover, Maersk Line, Peel, PwC, Siemens and Virgin Trains.

IFB 2016 is regarded by Government as a key tool to promote international trade and, therefore, economic growth. But the Festival will be shaped and driven by partners and participants from the private sector. Help us build a spectacular festival.

**EVENT ORGANISERS** - BRING YOUR EVENT TO IFB 2016 **TRADE ORGANISATIONS** - HELP US BUILD THE PROGRAMME AND BENEFIT YOUR MEMBERS **BUSINESSES** - CONSIDER BEING AN OFFICIAL SPONSOR OR PARTNER FOR IFB 2016

**PLAY YOUR PART, contact Ian McCarthy, Festival Director - [imccarthy@liverpoolvision.co.uk](mailto:imccarthy@liverpoolvision.co.uk) or visit [IFB2016.COM](http://IFB2016.COM)**

**THREE FANTASTIC WEEKS**  
**QUALITY INTERNATIONAL EVENTS**  
**MASSIVE BUSINESS OPPORTUNITIES**



Mayor of  
Liverpool



Liverpool City Region  
Local Enterprise Partnership



EUROPEAN UNION  
Investing in Your Future  
European Regional  
Development Fund 2007-13