

Going International - Building a High Growth Company with Smart Investment

Optimising returns for entrepreneurs and investors through internationalisation and global reach.

Listen to case studies and experiences from proven entrepreneurs and current private equity investors and business angels.

Many key questions and dilemmas will be shared in panel discussions by key experts and practitioners interspersed with open forums inviting audience participation.

The day finishes with a 'Dragon's Den' with a difference – growth company entrepreneurs pitching to an international investor panel with the audience voting.

Monday 30th November 2009

Espaces Antipolis
06902 Sophia-Antipolis cedex
France

organised by



in association with

Going International –

Building a High Growth Company with Smart Investment

SESSION 1 Investing to Create Global Success Stories

Session Chair

Alain Andre, CEO CICOM

09.30

Registration and Coffee

10.00

Welcome Address - Candace Johnson, Serial Entrepreneur & Investor

10.30

The Private Equity Market and Asset Class

Brigitte Baumann, CEO, Go Beyond & President EBAN

10.55

Angel Financing Across Countries

Simon Harris, Director, Quotient Diagnostics Ltd, Cambridge, UK

11.20

Coffee

SESSION 2 The Entrepreneurial Challenge - Business without Boundaries

Session Chair

Ari Huczowski, CEO Otaniemi Marketing, Finland

11.50

How to Internationalise and Build Scale with a Mix of VC and Private Equity

Charles Garvey, CEO, NitroSell, Cork, Ireland and San Diego, USA

12.15

The Complexity and Huge Gains of Entering New Markets

Didier Cassini, CEO Opio Color

12.40

Lunch – buffet in open exhibition area with promoters

SESSION 3 Harnessing Our Shared Knowledge

Session Chair

Michael O'Connor, CEO CorkBIC, Ireland

14.00

ROUND TABLE: The CASE STUDIES,
some TOOLS and DO's & DON'Ts around ..

- International from the Start?
- Balancing Risk in Start-Ups
- Sales/Building a Marching Army
- Governance and Managing Investor Expectations

Jan Kristiansen, Partner Frost & Sullivan; **Charles Garvey**, NitroSell;

Ségolene Pin-Monsaingeon, Team Côte d'Azur; **Julian Costley**, Founder E*Trade

15.00

Coffee

SESSION 4 Into The Dragon's Den - Entrepreneur Presentations

Session Chair

Juliana Garaizar SBA

Dragons:

Ildiko Polgar-Majer, CHIC Central Hungarian Innovation Centre;

Brigitte Baumann, President EBAN; **Michael Darch**, Ottawa Global Marketing;

Philippe Perret, Chief Financial Officer, Global EcoPower

15.30

Six Promoter Presentations (15min intervals).

Decided from presentations at the lunch.

17.00

Dragon's Review and Audience Vote

17.30

Cocktail Reception and Entrepreneur Award Presentations

18.30

Close

ALAIN ANDRÉ - a specialist in various fields: economic development, creation of enterprises, multimedia and e-commerce. Since 1995, he has been the Managing Director of CICOM. Prior to that, he was the Director of Information Systems at Digital Equipment Corporation in the Commercial Development and Communication department. Mr. Andre has a PHD in Artificial Intelligence and a Degree from the IAE in Nice, France. He also has a Masters in Information Technology which he applies to the management of enterprises. He has the following International Recognition: Elected Best Entrepreneur by CEE in 1989; Paul Harris Fellow Lyons Club International in 1998; Member of Who's Who in 1998-2000.

BRIGITTE BAUMANN is the Founder and CEO of Go Beyond Ltd., the European Angel Financing Services firm. She is President of the Board of EBAN, the European trade association for Business Angels and Seed Funds. Ms Baumann has 20 years of experience in bringing new technologies to market in the US and Europe. She was the CEO and Director of iWORLD Group, a VC backed, global developer of mobile content. Brigitte holds a B.Sc. in Chemical Engineering from Tufts University, Boston and an MBA in Finance from the Wharton School at the University of Pennsylvania. She has been the subject of a Harvard Business School case study.

DIDIER CASSINI is Chairman and CEO of Opio Color which he bought in 1986. He transformed the traditional company into an international innovative high tech organisation, selling its typical Provençal products all over the world

MIKE DARCH is the Executive Director of OCRI's Ottawa Global Marketing group responsible for the attraction of investment, companies and people to the Ottawa region, the management of Ottawa's global partnerships and the support of Ottawa's technology clusters. With over 30 years experience in the private sector, he was President of Viva Interactive Learning Inc, and has also served as a Director on the Boards of several technology companies, both public and private. Mike holds Masters degrees in Business from the University of Ottawa and Engineering from Case Western Reserve University in Cleveland and is a graduate of the Royal Military College of Canada.

JULIANA GARAIZAR is Business Manager of the Sophia Business Angels network and of Antipolis Innovation Campus, the Business Innovation Centre and Business Resort of the French Riviera. Previously, Mrs Garaizar worked for 5 years in Singapore: first as an international trade consultant for the Trade Commission of Spain in a broad range of industry sectors and then as a Project Manager for the Asia Technology Office of Citigroup, leading projects both at national and international level. In the more recent past, Mrs. Garaizar obtained an MBA at the London Business School, specializing in Entrepreneurship and in Venture Capital at the Haas School of Business in Berkeley California.

CHARLES GARVEY - as CEO of Horizon Technology Group Plc., Charles played a key role in growing it from 8 staff to 720 in 5 countries, and IPOing it in London and Dublin. Charles is now CEO of NitroSell Ltd, a SaaS company providing multichannel solutions to retailers in Europe and North America.

SIMON HARRIS is Commercial Director of Quotient Diagnostics, UK. Quotient develops point of care testing for diabetes and other diseases and has recorded a number of commercial breakthroughs. Simon Harris is responsible for raising finance and for building Quotient's public profile. Quotient won "Deal of the Year" award at this year's British Business Angel's Association annual conference – the judges citing their innovative approach to cross-border funding at a time when confidence among UK investors has been hard hit. Simon has considerable experience in helping to launch and built several successful healthcare businesses.

ARI HUCZKOWSKI is CEO at Otaniemi Marketing Ltd - the international marketing and area development company of Otaniemi area in Espoo, in greater Helsinki area, Finland. Otaniemi is the heart of Finnish hitech with Helsinki University of Technology (TKK) campus, World HQ of Nokia, Kone, Fortum and Neste Oil. Prior to joining Otaniemi Marketing, Ari was Dealfow manager at Northern Europe's biggest business incubator Technopolis Ventures Ltd. Here he carried out first evaluations of new clients, channel to incubator signings and also served as coach to more than 20 startups. Ari holds an M.Sc in Business Administration & Economics University of Vaasa and MBA from Stockholm University School of Business

CANDACE JOHNSON is the co-initiator of SES ASTRA and SES, the world's pre-eminent satellite system. She is a serial entrepreneur and investor behind some of Europe's most pioneering telecoms and venture companies and received the Lifetime Achievement Award from the World's Communications Awards together with Vinton Cerf and Tim Berners Lee. She has been named one of Europe's 50 most powerful women by Time and Fortune. She has been decorated by the German and Luxembourg governments for her work in creating large, sustainable businesses in these countries.

JAN KRISTIANSEN is a Partner at Frost & Sullivan. He is member of the Executive Committee managing the European Operations. On a day to day basis he is Director of the Continental Europe Operations and manages the Global Growth Consulting business. Before joining Frost & Sullivan, Jan worked as Partner/Director in various consulting companies after a career start in FMCG – including time as Partner & Head of Consulting at Arkwright Group, pan-European Bain spin-off. Jan is French and Norwegian and holds an MBA from ESSEC, Paris (France).

MICHAEL O'CONNOR is CEO of CorkBIC, a venture consultancy specialising in high technology based projects primarily in the IT sector. Previous experience was manufacturing and sales start ups with Raychem Corporation before co-founding Intepro, an Irish IT start-up in 1983. Responsible for strategy and sales and marketing in the European start up and led the US market entry with several rounds of international venture capital before divesting to a Swiss multinational. He graduated in Engineering from Cambridge, is a Chartered Engineer and holds an MBA from London Business School / Wharton specialising in International Finance. He is currently a Board Member of Cork Chamber.

PHILIPPE PERRET is Chief Financial Officer at Global EcoPower. Global EcoPower (GEP) based in the South of France builds power stations and produces electricity from a renewable energy mix. Prior to this Philippe was CFO of Theolia from 2004 to 2008 where he managed financial market reporting, controlling, financial operations, arrangement of equity and debt financing as well as multiple M&A operations. He previously led the private asset management of CIC bank (Marseille) and also worked at Société Générale (Frankfurt) and Worms Bank (Nice). Philippe is a Graduate of Ecole Supérieure de Commerce de Paris.

SÉGOLÈNE PIN-MONSAINGEON is the Business Unit Manager for the IT business sectors within Team Côte d'Azur, the development agency for the Côte d'Azur. Ségolène is in charge of marketing the Nice-Sophia Antipolis region to technology-oriented companies in the fields of micro-electronics, telecommunications, software and multimedia. Before joining Team Côte d'Azur, Segolene worked for several years as EMEA Marketing and Communication Manager for Alcatel Amtech, an American-European joint venture providing global solutions based on RFID technologies in the transportation and access control industries. She holds a joint Master Degree in Economics and Foreign Languages from the Grenoble University (France).

ILDIKO POLGAR-MAJER is Founder, President and Managing Director of ValDeal Innovation Zrt. which bridges the gap between science and business in Hungary by providing complex business incubation and acceleration services. Ildiko also founded ISC (Budaörs Real Estate Developer and Service Centre Ltd.) which is a service integrator company for small and medium businesses, and she also set up CHIC (Central Hungarian Innovation Centre NpC) which promotes innovation and knowledge based development. Mrs. Polgár is a leading member of the Association of Industrial Parks, of the Central Hungarian Regional Division, member of the Hungarian Association of Science and Technology Parks (MATTIP) and the Council for Industrial Park Development.

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