

**SEEDA Business Support Briefing Session**  
**09:30 – 13:15 hrs, Thursday, 30<sup>th</sup> June 2001**

**SEEDA HQ, Berkeley House, Cross Lanes, Guildford, Surrey GU1 1YA**  
Reception: Tel: +44 (0)1483 484 200

**09:30 – 10:00**                      **Registration, coffee and networking**

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**10:00 – 10:10**                      **Welcome and purpose**                      **Alex Pratt, SEEDA Board  
Member and Briefing Session  
Chair**

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**10:10– 10:25**                      **The Business Improvement Landscape**                      **Dr Susan Priest,  
Executive Director Business  
Development, SEEDA**

In January 2011 the Government announced a shift in policy from “Business Support” to “Business Improvement”, reflecting a cultural change from government supporting business, to helping business to help itself. This session covers the transition of SEEDA funded business support programmes and provides an overview of the future business improvement landscape.

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**10:25 – 10:35**                      **Business Link - the new framework**                      **Laura Pelling,  
Chief Executive, Business Link S.E.**

On the 25th of November 2011 the Business Link regional service will close. This short presentation details the transition from the closure of the Business Link regional service to the future business improvement framework. It will cover some of the Business Link information which will be available to the Local Enterprise Partnerships (LEPs) to support planning.

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**10:35 – 10:50**                      **Business Engagement - lessons learnt**                      **Ben Smith, Head of Financial  
Services Sector Team, SEEDA**

Effective business engagement is essential in economic development. This presentation highlights some of the lessons learnt by SEEDA, and the tools that can be used to significantly improve and manage your engagement with companies. SEEDA's company engagement strategy and the critical information needed by LEPs, local authorities and other public bodies to approach companies in your areas will be presented.

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**10:50 – 11:05**                      **Question & Answer**                      **Chaired by Alex Pratt**

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**11:05 - 11:20**                      **Coffee**

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**11:20 – 11:45**

**Foreign Direct Investment – the new model. David Riches, Director Partnerships, PA Consulting**

Foreign Direct Investment (FDI) is one of the most high impact economic development tools available. This presentation explains how the new UKTI England FDI delivery model will impact LEPs, local authorities and other public bodies involved in inward investment. Essential and practical information on how your organisation can create value through FDI, and how you can engage with the new delivery model will be presented.

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**11:45 – 12:15**

**Economic and market intelligence**

**Ivan Perkovic, Head of Economic Research, SEEDA**

An update on the state of the economy that will cover output (GDP/GVA), prices and inflation, labour market, confidence and key challenges ahead. This will be followed by a focus on SEEDA research, economic intelligence and evaluation. What SEEDA did in the past and where economic analysis, sectors and market intelligence and evaluation is going to.

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**12:15 – 12:30**

**The BIS local offer**

**Ian Coates, Area Director BIS Local, South Central & West**

In the post RDA and post Government Office landscape, BIS Local will provide the main interface with BIS for local business organisations, LEPs, local authorities and other local economic bodies. Ian Coates, Director of BIS South Central + West will outline the model, his key priorities and likely areas of engagement with local partners.

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**12:30 – 12:40**

**Question & Answer and wrap up**

**Alex Pratt (Chair)**

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**12:40 – 13:15**

**Lunch and networking**

**All**

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**CLOSE**