

UK-China Business Development Seminar and IVCA Award Winners Showcase in association with UK Trade & Investment
Tuesday 7th July 2009. 12.00 - 16.00
Scottish Screen, 2nd Floor, 249 West George Street, Glasgow G2 4QE

Programme:

12noon - Reception drinks
1pm - Welcome by Marco Forgione, Chief Executive of the IVCA
1.10pm - Introduction to the seminar by the host, Morgan Petrie, Head of Market Development of Scottish Screen
1.20pm - Showcase of Excellence: A selection of winners from the IVCA Awards 2009 will be shown to promote the creativity of the industry to the assembled guests
2pm - Break
2.15pm - Presentations from the guest panelists
3pm - Questions from the floor
4pm - Drinks reception
4.30pm - Finish

Our guest panelists include:

Wendy Liu
Manager for Scotland, China-Britain Business Council

A graduate from Strathclyde, Wendy has experience in working in Guangzhou with UKTI, the UK International Trade agency. Her role was specifically to help UK based businesses market their products internationally and to encourage overseas companies to trade with the UK. She is now CBBC's Manager of Scotland and is a senior adviser in marketing in China and achieving business from Chinese companies.

Morgan Petrie
Head of Market Development, Scottish Screen

Morgan Petrie is the New Media Executive at Scottish Screen. Working in the production and development department, he focuses on support strategies for digital and interactive content creators. Morgan has made documentaries for the education sector and has run his own arts and consultancy company. He has a Postgraduate Diploma in Film and Television Production and a MSc in Electronic Imaging.

Margaret Briffa
Senior Partner, Briffa

Principal of highly regarded Intellectual Property Practice Briffa, Margaret advises on all aspects of IP protection and enforcement. Margaret has acted in many design, patent and trade mark cases including Parker v Tidball (1996) and Farmers Build v Carier (1997) which are the cornerstones of the modern law of industrial design. Fellow Chartered Institute of Patent Agents and Institute of Trade Mark Attorneys. Member of the Intellectual Property Lawyers Association and The Intellectual Property Lawyers Organisation. Co-author of "Design Law Protecting and Exploiting Rights" published in 2004 by The Law Society. A regular speaker to businesses and academic institutions on all aspects of IP. Currently advising a number of businesses trading in China on protection, the IP System and grants copyright.

Jim Adamson
Managing Director - Speakeasy Productions

BA in Humanities (Open University), First in Film & Media Studies (University of Stirling), Diploma in Electronic Imaging (Duncan of Jordanstone - Dundee). Founded Speakeasy Productions in Perthshire in 1993, now one of the largest multi-media, broadcast and events companies in the UK. Awarded Great Scot of the Year in 1998. Is committed to grass-roots production and contributes two awards to the University of Stirling for Best Undergraduate and Best Postgraduate Dissertations in the Dept of Film, Media and Journalism.

Marco Forgione
Chief Executive, IVCA

Began his career in event management, progressing into marketing and communications. Prior to his appointment as CEO to the IVCA in 2008, Marco was Director of Enterprise and Partnerships at Canterbury College which followed on from 5 years as Director of Marketing and Communications for The Landscape Institute.