

UK-China Business Development Seminar and IVCA Award Winners Showcase - West Midlands
Friday 10th July, 12.00 - 16.00
Top Banana, The Studio, Off Broome Lane, Broome, Stourbridge, West Midlands DY9 OHA

Hosted by: Top Banana

Programme:

12.00 Reception drinks
13.00 Welcome by Marco Forgione, Chief Executive of the IVCA
13.05 Introduction to the seminar by the host, Dave Markham, Creative Director of Top Banana
13.35 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
14.15 Break
14.20 Presentations from the guest panellists
15.00 Questions from the floor
16.00 Drinks reception
16.30 Finish

Our guest panellists include:

Tom Marchbanks

International Investments Manager - Advantage West Midlands and former Head of Trade and Investment in China for UKTI

Part of the Inward Investment Team at Advantage West Midlands, the RDA for the West Midlands area. Responsible for inward investment from overseas companies and specifically China to the West Midlands Region. Previously head of Trade and Investment for UKTI in China. Currently developing the West Midlands regional Action Plan for China and ultimately overseeing its implementation.

Stewart Ferguson

[China-Britain Business Council](#)

For the last 7 years Stewart was based in Guangzhou working for Choice (Hong Kong) Global Company. Whilst there he implemented two new production facilities and production teams, established a sales team and supplier relations team and put in place QA and QC systems. Stewart is a Mandarin speaker.

Anny Wang

[Managing Director, XL Stobo](#)

XL Stobo is a multimedia company specializing in TV and Video content in the digital media and creative industry. XL Stobo will help companies to build business relationships between China and the West.

Dave Markham - Host

Creative Director, Top Banana

Top Banana help organisations deliver effective communications that make a real difference. Working globally by offering excellence in on-screen and live event experiences, they are different because their creativity is driven both by strategic insight and understanding their clients needs.

Andrew Smith

[IVCA Board Member](#)

Andrew is the Creator and Director of multi award winning above and below-the-line commercials, film, video and digital communications for world leading brands that include P&G, Sony, Coke, Knorr, PG Tips & Blackberry. He is recognised as an accomplished creative force who constantly leads the way in implementing the rapidly changing trends in visual (digital) media consumption. He is Creative Director of A-Vision and this year his work won Best Placed Advertising Globally in the New York Film Festivals for Sony Bravia

The seminar will be hosted by Marco Forgione - CEO IVCA