

Presented by



In association with



Invitation

Doing Business in Lyon

The innovation
hub in Europe



Friday 8th July 2011

09.25 to 12.00, followed by networking lunch
Oxo Tower Wharf, South Bank, London

fDi Intelligence, in association with Aderly (Invest in Lyon), presents Doing Business in Lyon, a morning briefing highlighting the opportunities for business expansion and investment in this thriving European city.

Lyon has a lot to offer companies looking to expand and grow in the resurgent global economy. Located at the heart of Europe, and ranked as France's 2nd key economic centre, Lyon boasts low operational costs and a strong focus on driving competitiveness and excellence in business. Specialising in life sciences and clean technologies, Lyon is a European business hub at the spearhead of innovation.

Join us to discover what Lyon can offer companies looking to locate in Europe.*

*Complimentary places are strictly limited and are subject to approval by the Publisher

RSVP

Please RSVP at your earliest convenience using any of the following methods;

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THE BUSINESS OF GLOBALISATION

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PROGRAMME

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- 9.00 Registration
- 9.25 Chairman's Opening Remarks
by Spencer Anderson, Deputy Editor, fDi
- 9.30 France in Europe: Macroeconomic outlook for 2011 and beyond
by François Cabau, Economist, European Economists Research, Barclays Capital
- 9.50 Lyon as an international business location in Europe
by Jacques de Chilly, Executive Director of ADERLY - Invest in Lyon
- 10.10 Practicalities of establishing a business in Lyon: Economic governance and legal issues
by Tim Hughes, Avocat Communautaire of the Lyon Bar, Colbert Avocats
- 10.30 Networking Coffee Break
- 10.50 Discussion roundtable: Case study insights on locating your business in Lyon with UK success stories in Lyon
Moderator: Spencer Anderson

Panellists: Colin McGuckin, Professor of Regenerative Medicine & President, Cell Therapy Institute, Lyon
Rachael Hugues, CEO Europe, HomeServe Plc
Zoe Adam, General Manager, Universal WorldEvents
- 11.30 easyJet: Choosing Lyon as a key hub in France and Europe and Partnering with Lyon for growth
by Mike Campbell, Europe Director, easyJet and François Bacchetta, General Director, easyJet France
- 11.45 Concluding Remarks *by Gérard Collomb, Senator and Mayor of Lyon, President of the Greater Lyon*
- 12.00 Q&A and Chairman's closing comments
- 12.10 Networking Buffet Lunch
- 13.30 "ONLYLYON ON TOUR" (Lyon's European promotional tour) on South Bank: Pockemon Crew dance demo