

Going Global

The Next Chapter for Australian Businesses

Is your business ready to grow internationally?

Have you considered how, when, where and why?

Listen, interact, question and learn from people who have 'been there and done that'.

DC Strategy is a specialist consulting and legal firm focused on building better and more valuable business. Our specialist consulting and legal teams have built the brands and networks of some of the region's leading businesses. DC Strategy has worked with an extensive range of small, medium and large businesses to establish and grow in many of the world's global markets.

www.dcstrategy.com

Speakers



DC Strategy

Adrian McFedries – Managing Director

Rod Young – Executive Director

David Stafford – Executive Consultant



Flight Centre, Escape Travel,
FCM Corporate Travel, Student Flights

Geoff Harris - Co Founder

Learn how Flight Centre developed a multi billion dollar business from a single store in Brisbane to a global network of over 1400 retail locations, across multiple brands with 8,000 staff in nine countries.



Jacinta Caithness - CEO International

Learn how Boost Juice expanded its retail network into North & South America, Europe, Asia and Africa in just 3 years.



OPSM, Laubman & Pank, Budget Eyewear,
Sunglass Hut, Bright Eyes Sunglasses

Chris Beer – CEO

Learn how the largest eyewear manufacturer and retailer in the world grew its Australian retail base into New Zealand and China.



Austrade



Westpac

Who should attend?






CEOs, CFOs, SMEs, business owners and other senior executives responsible for driving international growth.

- Are you a proven and profitable business?
- Want to go global but don't know how?
- Want to make it happen in the next few years?
- Don't know where to start?

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Event Details

| Time | Event | Speaker / Facilitator |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0830 – 0900 | Coffee and networking | |
| 0900 – 0930 | Going global. What you need to successfully expand internationally <ul style="list-style-type: none"> Why go global? Opportunities in foreign markets Pre-requisites for successful expansion Australian success stories abroad | Rod Young Executive Director DC Strategy  |
| 0930 – 1015 | Selecting the right business model <ul style="list-style-type: none"> What are the options? Determining the right option for your business Leveraging the knowledge and expertise of partners Are direct entry and joint venturing realistic opportunities? | Adrian McFedries Managing Director DC Strategy  |
| 1015 – 1045 | Morning tea and networking | |
| 1045 – 1215 | Panel Discussion – Question and Answer <ul style="list-style-type: none"> Facilitated discussion of key expansion issues Open forum question and answer session Find out what works and what doesn't Question key executives from successful businesses <p>Melbourne: Geoff Harris (Flight Centre) Jacinta Caithness (Boost) Chris Beer (Luxottica)</p> <p>Sydney: Geoff Harris (Flight Centre) Jacinta Caithness (Boost) Chris Beer (Luxottica)</p> | Adrian McFedries Managing Director DC Strategy  |
| 1215 – 1230 | Morning wrap up | |
| 1230 – 1300 | Lunch | |
| 1300 – 1345 | Doing business in the U.S. <ul style="list-style-type: none"> Understanding U.S. market dynamics Regional issues to consider Selecting the right entry strategy Preparing for entry The reality of litigation in the U.S. Finding investors and partners | Patrick Holt Former U.S. Judge and Business Owner  |
| 1345 – 1430 | Key steps in planning your international expansion <ul style="list-style-type: none"> Adopting a pro-active approach Developing an objective view Key issues to consider Time-frames and milestones Launching the strategy | David Stafford Executive Consultant DC Strategy  |
| 1430 – 1445 | Afternoon tea and coffee | |

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| 1445 – 1615 | <p>Roundtables (2 x 45 minute sessions)</p> <p>Roundtables offer participants the opportunity to discuss key issues with a small group of individuals in a less formal setting. Ample opportunity is given to participants to ask questions and contribute to the discussion. The table facilitator will guide the discussion and provide expert input. Participants will have an opportunity to select two roundtables to attend.</p> <p>Selecting countries based on science</p> <ul style="list-style-type: none"> ▪ Taking an objective approach ▪ Comparison data and methodology ▪ Leveraging foreign partners' knowledge <p>Trade mark and domain name management</p> <ul style="list-style-type: none"> ▪ Determining where and what to protect ▪ Developing the IP protection strategy ▪ Managing the IP portfolio <p>Meet the challenges in the fastest growing economies</p> <ul style="list-style-type: none"> ▪ Opportunities in Brazil, Russia, India, China ▪ What new entrants need to know ▪ Getting heard amongst the crowd <p>Access government assistance through Austrade</p> <ul style="list-style-type: none"> ▪ What assistance is available ▪ A guide to export development grants ▪ How to obtain Austrade assistance overseas <p>Fund international growth</p> <ul style="list-style-type: none"> ▪ Types of financing available for growth strategies ▪ What do bankers look for - positioning your business in a favourable light ▪ Capital base and cash flow <p>Selecting the most appropriate business model</p> <ul style="list-style-type: none"> ▪ Investigating alternate model(s) ▪ Merits of direct entry and joint venturing strategies ▪ Attracting quality partners ▪ Structuring the business for growth <p>Establishing a beachhead in the first offshore market</p> <ul style="list-style-type: none"> ▪ Selecting the first country ▪ Locating and appoint the partner ▪ Refining the business system ▪ What to do on day one ▪ Key mistakes made <p>Manage international teams and business units</p> <ul style="list-style-type: none"> ▪ Determining the optimal span of control ▪ Developing the governance structure ▪ Overcoming language and cultural barriers | |
| 1615 – 1730 | Short Break | |
| 1630 – 1715 | <p>The Boost Juice Story</p> <ul style="list-style-type: none"> ▪ Where it all began ▪ The international expansion journey ▪ Pitfalls and setbacks ▪ It takes a long time to be an overnight success ▪ What makes Boost Juice so successful? | <p>Jacinta Caithness CEO International</p>  |
| 1715 – 1730 | Wrap up, drinks and networking | |

For more information please contact:

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