



## Gaining a competitive advantage from international expansion in 2017 – London April Drinks Forum

[Register to Join](#)

**Venue:** The Sky Bar, The Grange Hotel St Paul's  
10 Godliman Street, London,  
EC4V 5AJ  
**Date:** April 25th, 6pm

International expansion is a significant growth opportunity for many small and mid-tier companies. **The UK represents only 2.6% of the global revenues** (International Monetary Fund data, June 2016) so the prospect of penetrating new markets is attractive. The US, Europe and China often top the list, but there are opportunities in all markets for those with a compelling proposition.

Top Five Regions	% Rev
China	17.082 %
European Union	16.918 %
United States	15.809%
India	7.016 %
Middle East	6.728 %

International expansion comes with other benefits too, such as greater security against fluctuations in demand and exchange rates. Indeed, international expansion is a huge opportunity to drive performance on many levels. And the greater agility of small & medium-sized businesses means they can move faster than market incumbents.

Which is why **Hal Varian, Chief Economist at Google**, recently claimed: **the future is all about micromultinationals** – these are small and mid-tier companies operate globally, taking their competitive differentiators into the global market and seizing the competitive advantage.

But while it's easy to agree that global expansion is an excellent opportunity to drive growth, the **best-practice for success is less clear**. There are numerous things to consider, including: **due diligence, taxation and compliance issues, logistics, staffing and technology**.

Members of the 360° Club have expressed a great deal of interest in this topic. As senior business leaders of fast-growth organisations, they want to unlock the secret code for successful international expansion. In April, therefore, we're asking:

*How does a fast-growth, UK company successfully expand internationally?*

Within this topic our members have asked three core questions:

**What are the structural and operational pillars of a successful international business?**

**What do you need to ensure your staff and teams operate effectively internationally?**

**And how do you promote the right culture to achieve successful global expansion?**

So join us at the next 360° Club's networking evening on the **25th April 2017** when we will be discussing these questions. We will be uniting senior leaders to evaluate best practices and exchange insights via a panel of expert speakers and guests.

We're meeting at **18:00** at the **Sky Bar** of the **Grange St Paul's Hotel**, for networking, drinks and canapés. This will lead into our opening speaker, more drinks and canapés and then our famous "question time" expert panel session. Register below to reserve your place.

Our guest list includes:

CEO at Butterfly Twists

CEO at Someone

CEO at Tech21

CEO at SQW

CEO at M9 Ltd

CEO at CommonTime

CEO at Guava International

CEO at Allied Worldwide

CEO at the Social Element

Chairman at Go Ape

CPO at Anchura

CTO at Infectious Media

CFO at Oliver Sweeney

CFO at Make Change Happen

CFO at MVF Global

Group CFO at Futerra

COO at Landbay

COO at Carwow

COO at MyShowcase

COO at ClientShare

CTO at Echobox

CTO at ITC Secure Networking

Managing Director at TrainLine

Operations and FR Director at Soldo

Executive Director of Finance at Circle Housing

Commercial Director at Propercorn

Business Director and Client Partner at Athlon

Director at GJSM Consulting

Founder at Futerra

Founder and CSO at Butterfly Twists

Founder at Brawnymeals

Founder, CEO and Creative Director at Nitin Goyal London Ltd.

Co-Founder at AirSorted

Co-Founder at Domotz Ltd

VP of Finance at Jinn

VP Professional Services at Talking Tables Ltd

Director of Global Sales Operations at Spotify

Director of Strategy and Commercial Initiatives at Pets at Home

Commercial Director at Crown Commercial Service – Cabinet Office

Commercial Director at Whistles

Operations Director at Swiss Post

Operations Director at Distinction Doors

Director of Technology at Agilisys

Director at Colt Technology Services

Director at Interserve

Director of Finance Operations at Move Guides

Finance and Resources Director at Anthony Nolan

Managing Director at Pentagon Interactive

Group Financial Controller at Sthree