

**GROWING YOUR BUSINESS: CROSS BORDER
OPPORTUNITIES**

Istanbul, Turkey
January 30-31, 2012

Monday, January 30, 2012

Time	Topic	Detail	Participants	Speaker	Room
2:00-3:00pm	REGISTRATION				
3:00-3:30pm	Welcome Remarks, Introductions, and Objectives	Thank our local partners, Ozyegin and TOBB for hosting the event; go over the agenda, discuss how B2Bs will work	All Participants	Peter Righi , CEED Global Director	Main Auditorium
3:30-4:30pm	<i>Parallel Session:</i> Doing Business in Turkey	A presentation of the business environment in Turkey (regulations, taxes, etc.) This session should answer the question what are Turkish companies looking for at the conference?	CEED Participants	Ilhan Yilmaz , PhD (Exon) Yilmaz & Cinder Law Offices Boštjan Skalar , Consul for Economic Affairs in Istanbul Turkey	Main Auditorium
	<i>Parallel Session:</i> Doing Business in the CEE Region	A presentation of the business environment and market opportunities in CEE	Turkish Participants	Turkish CEO who has done business in CEE who can talk about his experience.	Small Auditorium
4:45-5:45pm	Speed Networking	Meet other conference participants through a fast paced networking session	All Participants		Various rooms
6:00-8:00pm	DINNER-On Site				

Tuesday, January 31, 2012

Time	Topic	Detail	Participants	Speaker	Room
9:00am-10:00am	Overview of the Day	Discuss how B2B's will work and introduce the group to each other	All Participants	Peter Righi, CEED Global Director	Main Auditorium
10:00-11:00am	An Investor's Perspective: Opportunities in the Turkish Market	Two experts will talk about what investors are looking for in the Turkish Context	All Participants	Ali Karabey , Managing Director at 212 Ventures Mutlu Sevim , Investment Manager at Kerten Private Equity	Main Auditorium
11:00am-11:15am	BREAK				
11:15am-12:15pm	<i>Parallel Session:</i> The Value of Strategic Partnerships: Internationalizing	Overview of Turkish experience with strategic partnerships; identifying opportunities	Turkish Participants	Ivaylo Gueorguiev , Program Manager, European Software Institute (ESI) Center Eastern Europe Turkish businessman talking about his experience	Main Auditorium
	<i>Parallel Session:</i> Entering the Turkish Market	Discuss opportunities and challenges when entering Turkey	CEED Participants	Deyan Vassilev , President of FinZoom Financial Guide Network Peter Statev , Chairman of Smartcom Bulgaria ICT Barbara Lebar , GKTI Trainer	Small Auditorium
12:15-1:30pm	LUNCH				
1:30-2:00pm 2:05-2:35pm 2:40-3:10pm	B2B Meetings (three rotations)	Meet other conference participants through prearranged meetings	All Participants		Various rooms
3:10-3:30pm	BREAK				
3:30-4:00pm	Wrap Up	Participants share their experiences at the conference;	All Participants	Informal debrief of event	Main Auditorium
4:00-6:00pm	COCKTAIL HOUR-On Site				