

檔 號	/ /	保存 年限
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經濟部國際貿易局 函

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受文者：中華民國輸出入相關同業公會聯誼會

發文日期：中華民國104年11月10日
發文字號：貿展字第1040250935號
速別：普通件
密等及解密條件或保密期限：
附件：如文(共18頁)

主旨：檢送駐英國代表處經濟組函報英國擬於利物浦舉辦「2016年國際商務嘉年華(International Festival for Business 2016/IFB 2016)」相關規劃情形(如附件)，有關本屆將免費開放各國企業登錄及參與商機媒合洽談會一事，請查照並轉知相關公會參考運用。

說明：依據駐英國代表處經濟組本(104)年10月29日駐英經字第10411001860號函辦理。

正本：中華民國輸出入相關同業公會聯誼會
副本：

局長 楊珍妮

駐英國代表處經濟組 函

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附件：如附 (IFB2016.pdf)

主旨：函報英國擬於利物浦舉辦「2016年國際商務嘉年華 (International Festival for Business 2016/IFB 2016)」之相關規劃情形，請查照。

說明：

一、為瞭解旨揭活動之相關規劃情形，本組李組長聰貴於本 (2015) 年10月28日偕倫敦台貿中心洪主任銘欽等拜會IFB 2016國際部主任Chris Heyes及利物浦投資局商務發展經理Aoife Maher。

二、謹將與H主任討論之結果與說明重點摘陳如下：

(一) 英國政府於2014年首度舉辦IFB 2014，邀得來自92個國家之68,000名產官代表與會。活動期間共計舉辦超過400場商機洽談會，媒合3,350家各國企業達成實質交易，交易額高達3億英鎊，成果斐然。

(二) IFB 2016將自6月13日起連續舉辦3周，各周主題依次為先進製造、能源與環境以及數位創意。活動期間除將邀請國際知名專家就上述主題發表專題演說外 (九成活動將開放免費參加)，亦將為參與企業舉辦商機媒合洽談會。

(三) 為擴大舉辦並鼓勵各國企業踴躍參與，英國政府決定，將為參加IFB 2016之各國代表團提供2,000英鎊之補助，並將免費開放各國企業登錄及參與商機媒合洽談會。

(四) 關於歐洲經貿網 (EEN) 擬辦理之媒合會 (Brokerage Event) 一節，EEN目前尚未提供規劃細節，H主任將於接獲後立即提供本組參考。H主任另表示，依目前規劃，EEN媒合會係屬兩天活動，倘我方組團來英卻僅參加EEN活動，恐將不

數成本效益。渠建議我方企業應優先考慮登錄並參與IFB 2016辦理之商機媒洽談會。

- (五) 因高雄市曾表達有意與利物浦締結姐妹市關係之意願，倘高雄市組團與會，主辦單位願協助安排並促成與利物浦市政府高層（視訪賓層級）進行雙邊合作會談。
- (六) 若我方有意安排專家於IFB 2016發表演講，H主任表示渠樂意與各場次研討會之主辦單位協調促成。
- (七) 倘我國有意在商機媒和洽談會場展示產品及相關資訊，主辦單位可協助規劃適當地點，惟因商品展示並非IFB 2016之主要訴求，可分配之空間應屬有限，且僅能在洽談會當日展示。

三、鑑於上屆IFB 2014成果豐碩，參加之國家及人數眾多，本屆IFB 2016之活動主題恰與我產業之發展方向吻合，本屆也將免費開放各國企業登錄及參與商機媒和洽談會，本組評估認為應是我國企業或公私研究機構瞭解未來國際發展趨勢及與各國業界交流研習，甚或進行交易之良機，爰請貴局將相關資訊轉知相關公協會參考（如附件）。至於我國是否組團參加，建請由貿協、工研院及電電公會評估是否列為明年度EEN之計畫之一。

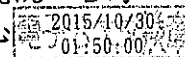
四、IFB 2016英文版之宣傳摺頁網站為http://www.ifb2016.com/assets/000/000/206/IFB2016_International_Brochure_English_original.pdf?1446047455，併供參考。

正本：經濟部國際貿易局

副本：高雄市政府、財團法人中華民國對外貿易發展協會、財團法人工業技術研究院、台灣

區電機電子工業同業公會（皆含附件）、駐英國代表處、倫敦台灣貿易中心

駐英國代表處經濟組



**IFB
2016**
INTERNATIONAL
FESTIVAL FOR
BUSINESS

GREAT
BRITAIN


**BUSINESS
IS
GREAT**
BRITAIN & NORTH IRELAND




UK Trade
& Investment

YOUR GLOBAL MARKETPLACE

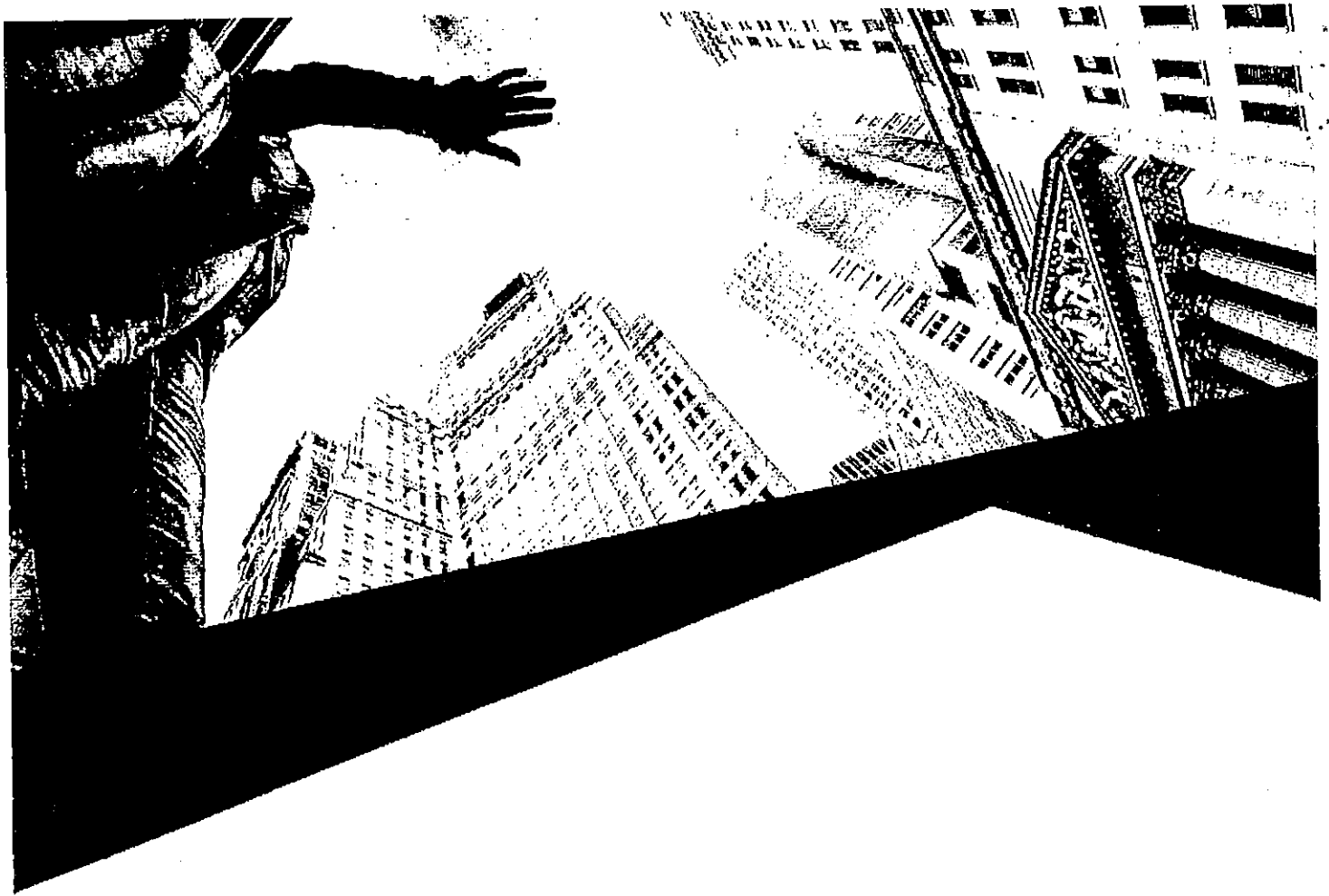
WHERE CONNECTIONS ARE FORGED
WHERE IDEAS ARE SHARED
WHERE DEALS ARE DONE

FESTIVAL PARTNER

HSBC 

EXHIBITION CENTRE
LIVERPOOL

MON 13TH JUNE -
FRI 1ST JULY 2016



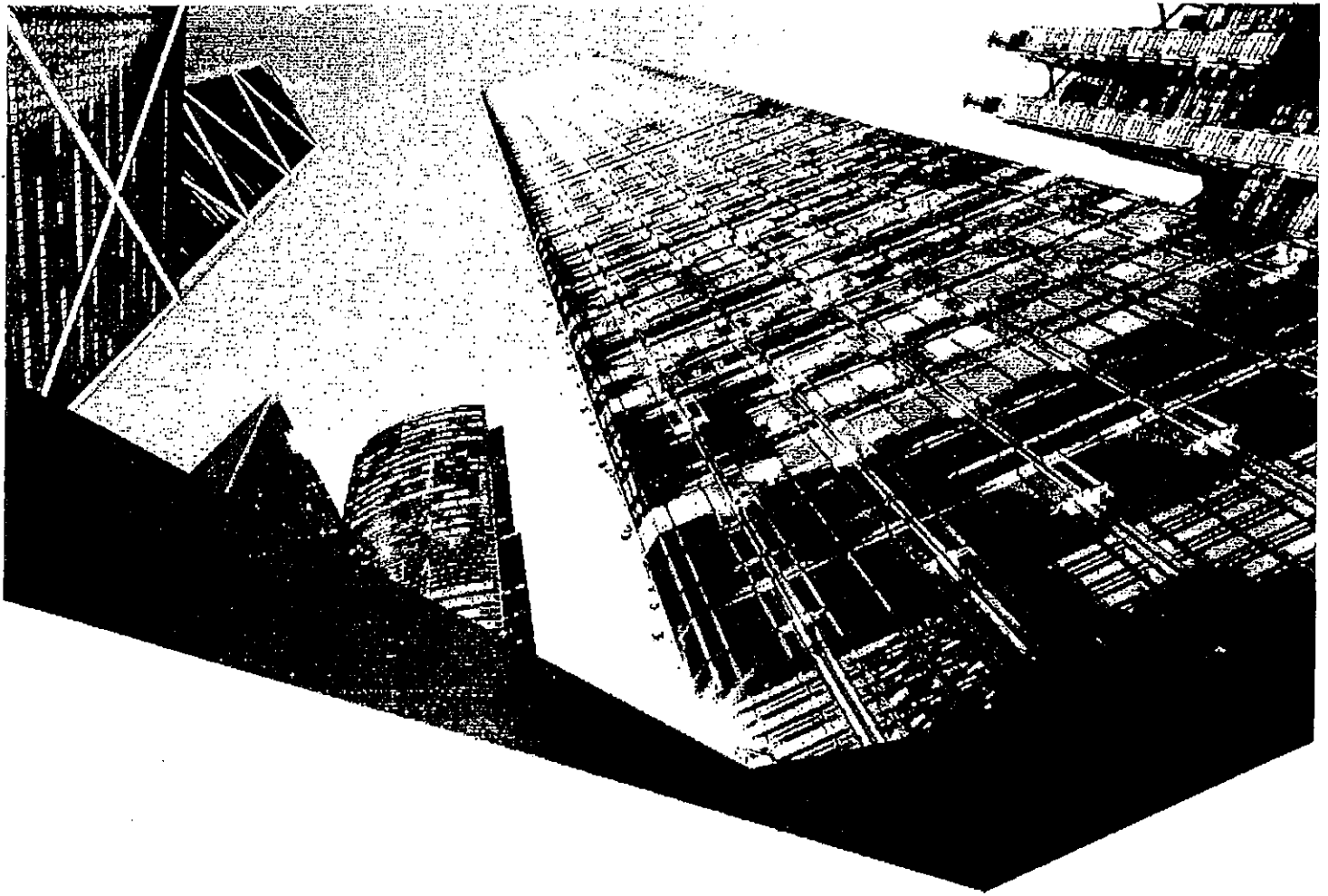
IFB 2014

- **68,000 delegates from 92 countries**
- **400 events over 50 days**
- **3,350 companies secured deals**
- **£300m worth of deals struck**
- **15,000 IFB business club members**



"Britain is open for business, so for anyone involved in enterprise the International Festival for Business is the place to be. Make sure you're there to make the most of it."

The Rt Hon David Cameron
Prime Minister



IFB2016

THE PLACE WHERE DEALS ARE DONE

The UK's biggest ever business festival is back. For three super-charged weeks next June, IFB2016 will see the world's most influential business leaders, entrepreneurs, free-thinkers and investors come together.

For the international business community, it's an event that promises to inspire and motivate, to feature the best enterprises, the sharpest minds and the most exciting new technologies from around the world. A showcase of the best in business right here, right now.



"IFB is about getting international businesses together to talk about future possibilities, future innovation, future industries. The IFB gives a great opportunity to network with some of the world's best businesses, some of the best thinkers. Some of the best innovators. And ultimately to drive knowledge, to drive skills, and to drive investment."

Juergen Maler
CEO, Siemens UK



THE POWER OF THREE

- **Three themed weeks** - targeting manufacturing, energy & environment and creative & digital.
- A programme of workshops, key-notes and events offering insider analysis, context and connections; global insights you can't afford to miss.
- **The GREAT British Showcase** - featuring a roll call of the most innovative UK-based products and services presented in association with UKTI.
- **The IFB Business Club** - offering access to all areas of business services and support, meet the buyer and 'matchmaking' opportunities.



MANUFACTURING

Britain's manufacturing base employs 2.6 million people, accounting for half of all UK exports. Join us for week one and discover why Britain's manufacturing industry is firing on all cylinders.

ENERGY & ENVIRONMENT

Generation, transportation and sales - three key drivers for a thriving energy market. Explore with us the clean and green alternatives and technologies.

CREATIVE & DIGITAL

The creative and digital sector delivered over £15.5bn of exports in 2011 close to 10% of all UK exports. Don't miss the chance to be a part of this 21st century success story.

WHAT'S IN IT FOR ME?

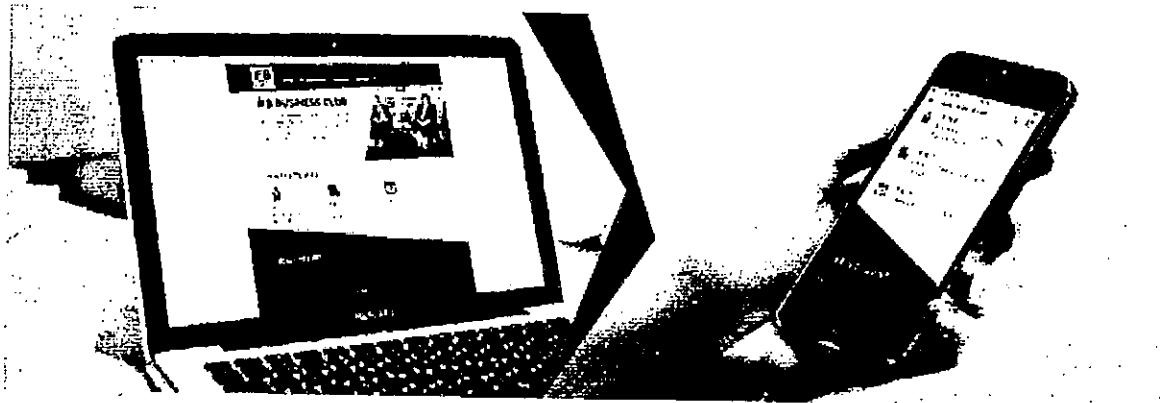
JOIN THE BUSINESS CLUB TODAY

Join our Business Club and access a range of benefits. There are more chances to meet international buyers and investors, advice and support from industry experts, and access to market research, data and insight. It's networking on a global scale.

Make IFB work harder for your business.

HOW TO REGISTER

Joining is easy. Simply fill in the registration form online at www.ifb2016.com and we will accelerate your application and hold your details in our database, allowing us to cross-match your profile with delegates, buyers, investors and business owners we think would be of interest to you.



BENEFITS YOU'LL ENJOY

DIGITAL MATCHING

Help us to introduce you to potential partners. Tell us about your business, and we'll set up one-to-one meetings with relevant UK contacts.

SERVICES PLANNED

Experts will be on-hand to advise you about legal and financial aspects of commerce for your line of business including patent searches and intellectual property rights.

BUSINESS CLUB BENEFITS

Membership provides free access to excellent business support services such as Meet The Buyer (the biggest in the world); Meet the Investor; professional services; information and guidance about all sorts of issues that help you to understand how to accelerate your business growth or optimise operations. Plus, you can network with your 15,000 fellow members from around the world.

BUSINESS IN BRITAIN IS GREAT



UK Trade
& Investment



The International Festival for Business in 2016 has UK Trade and Investment's (UKTI) full backing. The festival provides an outstanding opportunity for businesses to develop new international commercial partnerships and meet their global network.

Throughout the festival, UKTI will be hosting an array of sector events, which will add to the expanding programme of activity and strengthen the key themes of the festival.

At the heart of IFB, the GREAT British Showcase offers a powerful reminder of the thrilling, inventive and forward thinking nature of UK-based businesses.

The exhibition will showcase the inventions, products, services and technologies raising the bar, setting new standards in innovation.

A TRULY GLOBAL EVENT

IFB2016 offers internationally focused businesses an opportunity to showcase themselves.

IFB 2014 saw more than 190 delegations attend from over 92 countries but for IFB2016 we are aiming higher.

IFB2016 offers an opportunity for international companies and investors to gather essential market and sector intelligence through our world-class events, workshops and informal meetings all under one roof.

It is a rare opportunity for so many delegates and decision-makers to be in the same place at the same time, to share ideas, strengthen contacts and increase their international profile.

A genuine showcase for bilateral trade and investment, our Business Club platform allows you to post your business opportunities, connect directly with companies of interest to you, facilitate one-to-one meetings during your visit and join thought-leading discussions in your field of expertise. These platforms will be complemented by a dedicated business services team to help you get the most out of our Business Club and help set up one-to-one meetings. Best of all, these services are free of charge.

Financial incentives are available to some international trade associations, chambers of commerce, embassies and promotion agencies to bring their delegations to IFB2016. If you're a member of such an organisation, why not encourage them to apply?



DELIVERING RESULTS

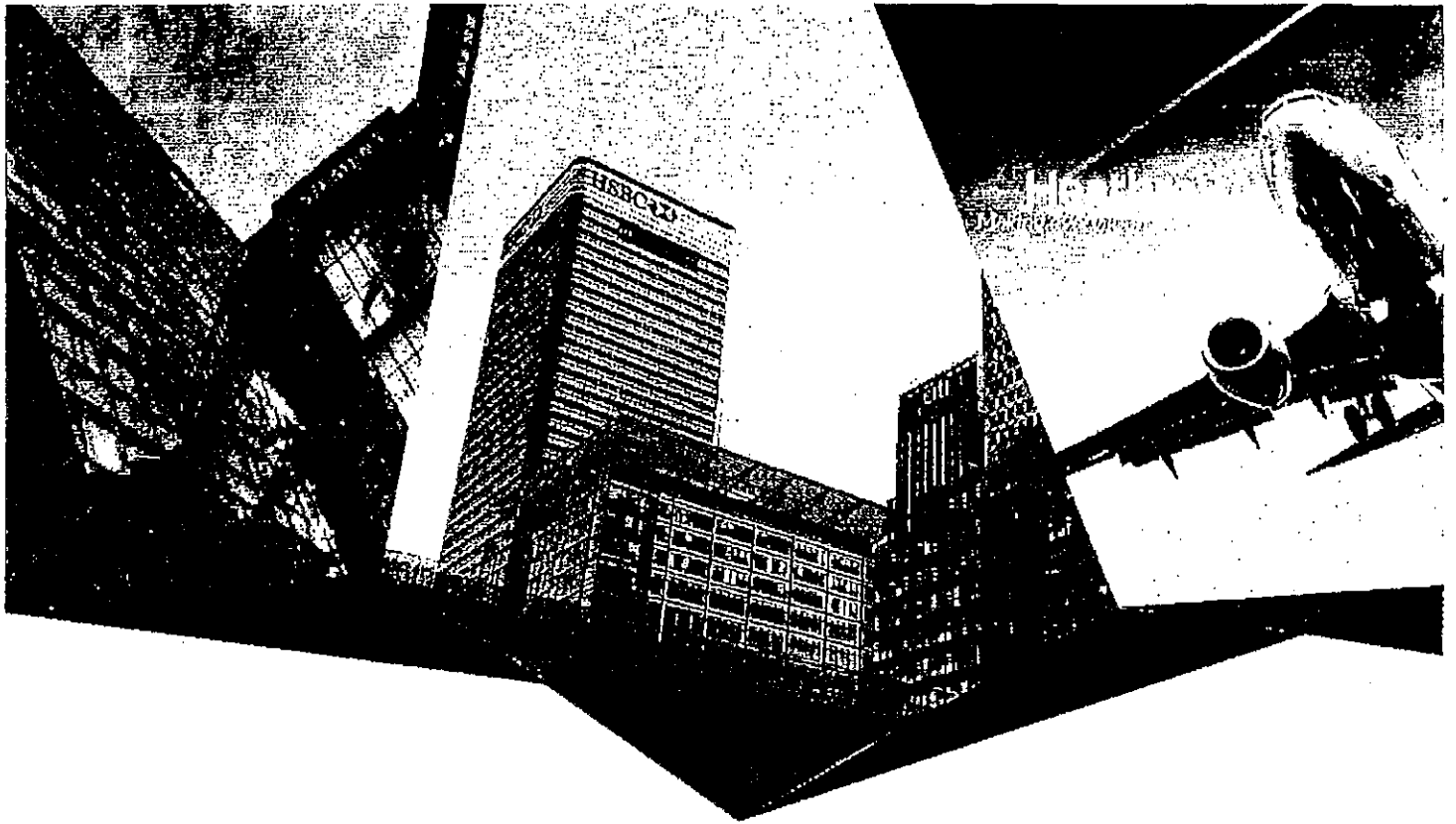
CREATING THE FESTIVAL OF THE YEAR

By working together, IFB2016 and its delivery partners will offer a strong programme of events, a robust network of international, national, regional and local opportunities for businesses to engage with each other, and a coordinated marketing campaign.

PARTNERSHIPS MAKE IT HAPPEN

Working with strong partners helps us to deliver a cohesive programme of events. Communicating a strong, unified message in the UK and across the world to share common goals and to promote our offer helps to achieve this.


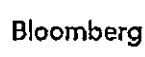




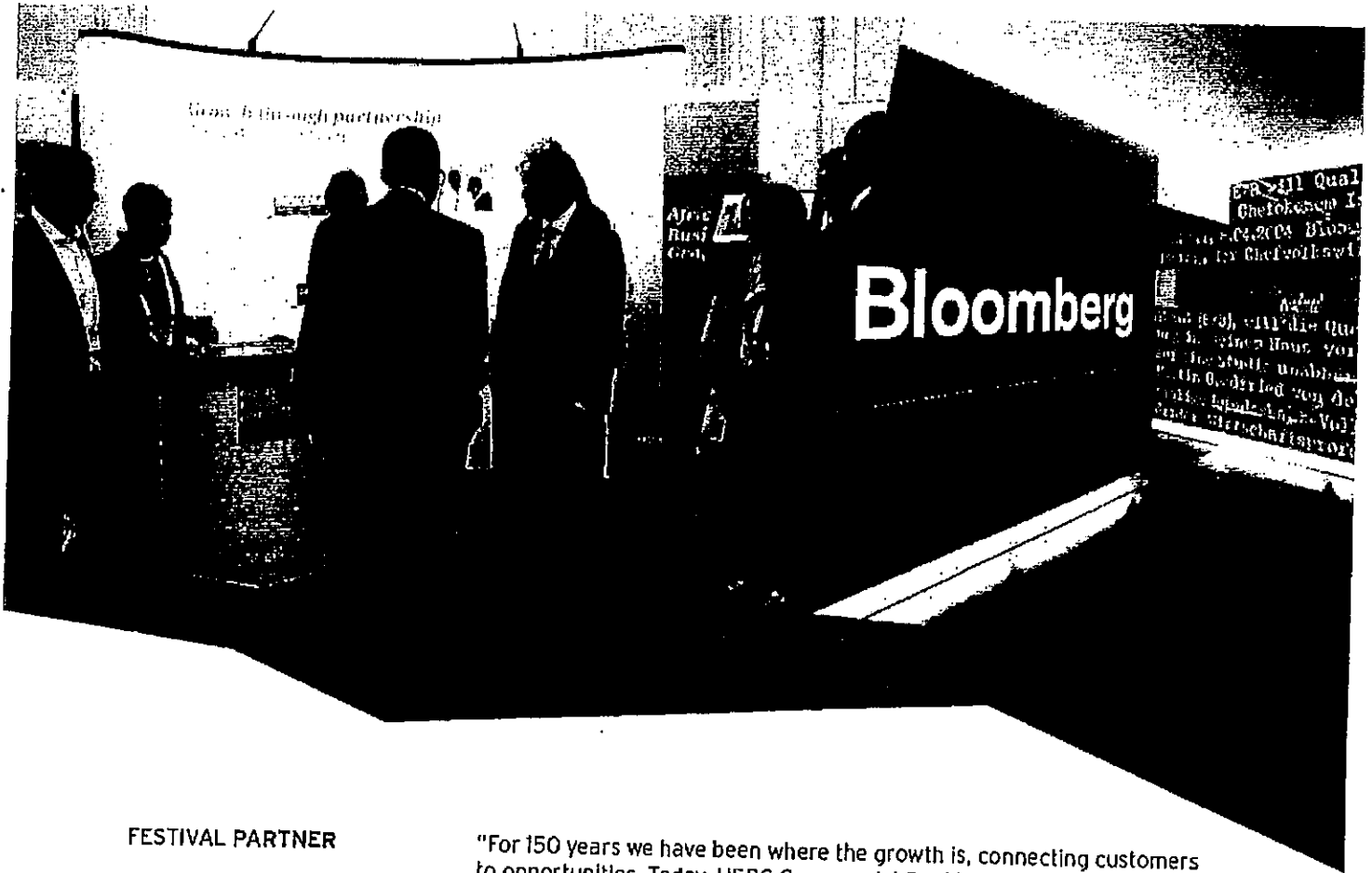


IFB2016 SPONSORSHIP

FESTIVAL PARTNERS  HSBC 

FESTIVAL SUPPORTERS   DLA PIPER  Heathrow  pwc  SIEMENS  Virgin Trains

MEDIA PARTNERS   Bloomberg  THE SUN TIMES  insider



FESTIVAL PARTNER



"For 150 years we have been where the growth is, connecting customers to opportunities. Today, HSBC Commercial Banking serves businesses ranging from small enterprises to large multinationals in almost 60 developed and faster-growing markets around the world. Whether it is working capital, trade finance or payments and cash management solutions, we provide the tools and expertise that businesses need to thrive. With a network covering three quarters of global commerce, we make HSBC the world's leading international trade and business bank."



"The International Festival for Business 2016 is a showcase for everything that is great in UK business and innovation today. As a bank that brings new markets together, opening up trade corridors, this is a very exciting three weeks of trading across the globe."

Ian Stuart
Head of UK, Co-Head of Europe, Commercial Banking

MEDIA PARTNER

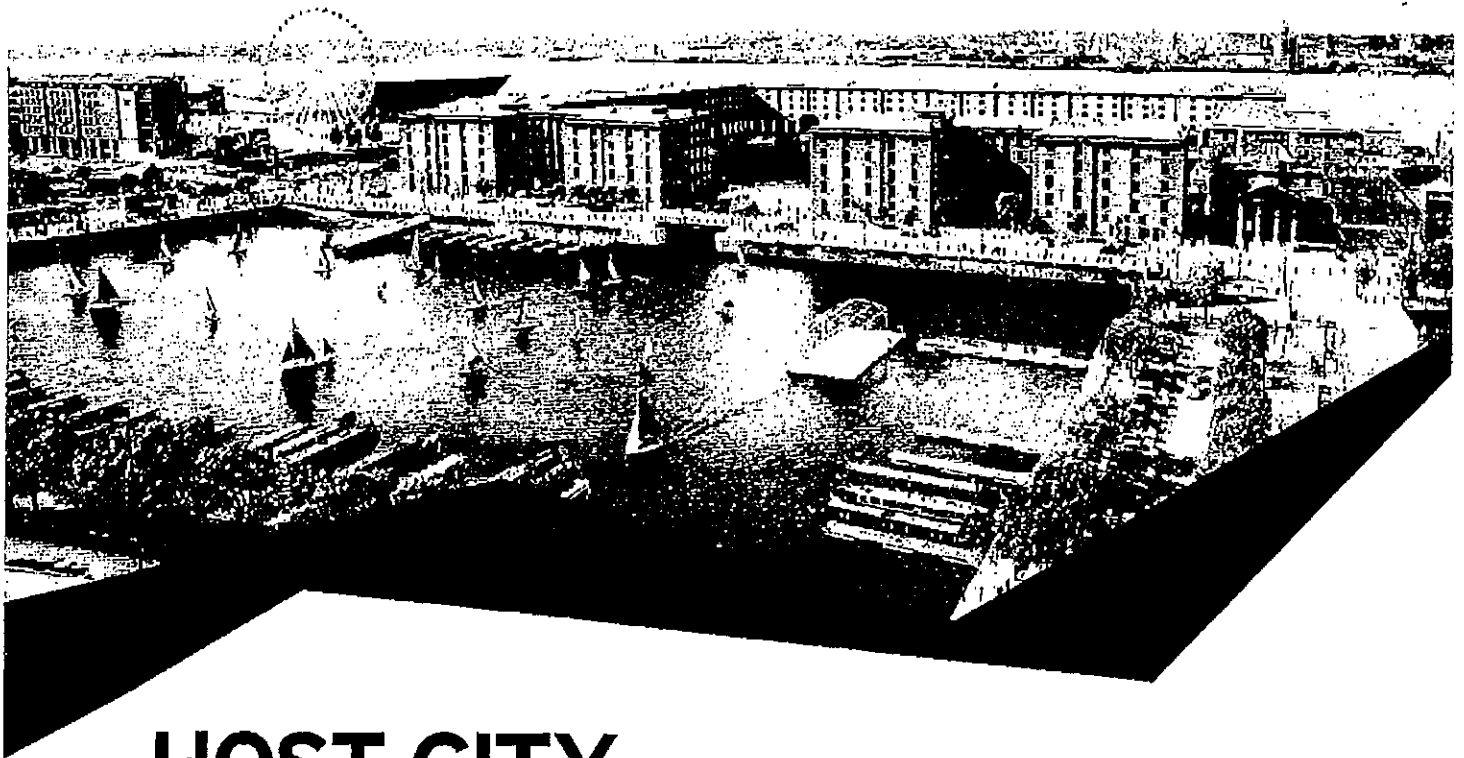


Connecting decision-makers to a dynamic network of information, people and ideas, Bloomberg quickly and accurately delivers business and financial information, news and insight around the world. Bloomberg is the global media partner to IFB2016 and will be delivering value through advertising and partnership working.

MEDIA PARTNER



The Times and Sunday Times reach over 6.3m people each week through their news and media channels. We are developing a partnership with The Times and Sunday Times which will include advertising and a series of news, features and events at IFB2016.



HOST CITY

Liverpool is a city like no other. From world famous architecture, world-class waterfront, magnificent history and museums to music legends revolutionising popular culture, Liverpool is a city with culture and creativity in its DNA. Through spectacular festivals, dramatic sporting attractions and unique art it continues to be a gateway for UK culture, attracting millions of visitors every year.

Supported by a superb retail proposition and a great array of branded and independent quality hotels, the city has all the necessary facilities to host major international events and conferences. The ACC Liverpool is a purpose-built, flexible venue and arguably the best of its kind in the UK. The interlinked Exhibition Centre Liverpool, which cost £66m to build including its 4-star Pullman hotel, will open in September 2015, taking the event available space to 15,000sqm.

Liverpool is extremely well-connected. From many European destinations, you can fly direct to Liverpool John Lennon, the city's international airport, which is just nine miles south of the city.

Transatlantic and intercontinental flights arrive at Manchester, just over half an hour's drive away and the city also enjoys excellent rail connections: London is just two hours away, while Birmingham is an hour and a half away. Liverpool's M62 motorway also connects to Britain's extensive, and safe, national road network.

www.visitliverpool.com

MAKE IT A DATE

Located in the new Exhibition Centre Liverpool, the stage is set for a festival that has access to a suite of state-of-the-art conference facilities at the heart of one of Europe's most visitor-friendly cities.

In 2016, Liverpool will be the business capital of the world. Your event could be part of it enjoying a platform, and

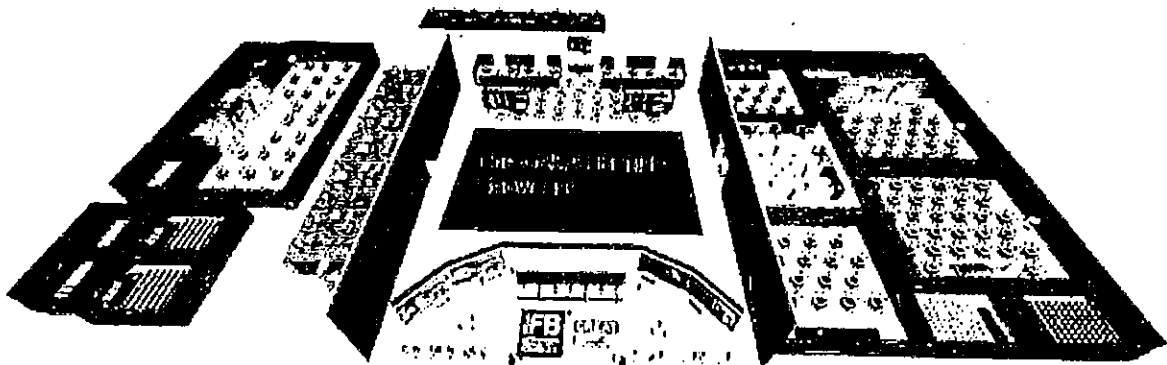
publicity, that only an internationally significant festival can guarantee. With three focused weeks, your business can benefit from being part of a cluster of complementary events a chance to reach a truly global audience. Talk to us, and we can help with cash incentives, bespoke event support and international networking opportunities.



WELCOME TO EXHIBITION CENTRE LIVERPOOL















In 2015, Liverpool will open the doors to Exhibition Centre Liverpool - a brand new state-of-the-art purpose-built exhibition centre. The latest addition to ACC Liverpool's family of world-class venues will create a purpose-built interconnected arena, convention centre and exhibition centre. A £26m 4-star Pullman hotel will be integrated into Exhibition Centre Liverpool creating an event campus. The development's progressive technology, flexibility and interconnectivity with ACC Liverpool's existing facilities will provide a space of your own in a city you'll love.

Situated in a world heritage waterfront in the heart of one of the most vibrant, welcoming and fast developing cities in Europe, Exhibition Centre Liverpool is set to become a focus for the UK exhibition industry. At an investment of £40 million, Exhibition Centre Liverpool will create 8,100m² of space.



IFB2016 - WHAT'S ON

MANUFACTURING WEEK* - MONDAY 13 - SUNDAY 19 JUNE 2016

ORGANISATION	EVENT	DATE
	Official Opening Of The International Festival For Business	13 JUNE 2016
	Spy Tools: Next Generation Red Teaming	13 JUNE 2016
SIEMENS	Winning The Global Productivity Race	13 JUNE 2016
	GREAT British Showcase	13 JUNE - 1 JULY 2016
Norasis	Norasis Global Meeting	13-14 JUNE 2016
Norasis	Norasis Opening Gala Dinner	13 JUNE 2016
	Cobcøe Make Europe Work [®] Trade Conference	14 JUNE 2016
	Advanced Design And Manufacturing Conference	14 JUNE 2016
	The Future Of Manufacturing	14 JUNE 2016
	UKTI - International Opportunities In Aerospace	14 JUNE 2016
	Global Economic Forum 2016	14 JUNE 2016
FDEA	Fdea Summer Network Forum & Meet The Buyer	15 JUNE 2016
	UKTI - International Opportunities In Automotive	15 JUNE 2016
UKABC	UK ASCAN: Meet The Buyer	16 JUNE 2016
UKABC	Pan Asia Conference	16 JUNE 2016
	UKTI - International Opportunities In Chemicals	16 JUNE 2016
	Elite Awards Dinner	16 JUNE 2016
ICC	Meet Your Global Network	16 JUNE 2016
	International Waterfront Forum	16-17 JUNE 2016
	Enterprise Europe Network Brokerage Event	16-17 JUNE 2016
	UKTI & Insider 'Manufacturing Billes' Event	17 JUNE 2016
MADE IN THE UK	Made In The Uk Awards & Dinner	17-18 JUNE 2016




















ENERGY AND ENVIRONMENT WEEK* - MONDAY 20 - SUNDAY 26 JUNE 2016

ORGANISATION	EVENT	DATE
	Global Trade, Europe And Small Businesses	20 JUNE 2016
	Spy Tools: Next Generation Red Teaming	21 JUNE 2016
	Innotech Summit 2016	21 JUNE 2016
	UKTI - International Opportunities In Oil And Gas	21 JUNE 2016
	Operational Excellence In Mechanical Engineering; Learning Across Industries & Continents	21 JUNE 2016
	The GREAT Property Forum	21- 22 JUNE 2016
	Proximum Industry Days	21- 22 JUNE 2016
	The International Free From Conference 2016	21- 22 JUNE 2016
	E2 Industry - The Energy Efficiency Platform For The Industrial Sector	21- 22 JUNE 2016
	Port Finance International	22- 23 JUNE 2016
	International Eco-Innovation And Low Carbon Matchmaking Event	22 JUNE 2016
	UK ASEAN: Meet The Buyer	22 JUNE 2016
	UKTI - International Opportunities In Nuclear	22 JUNE 2016
	International Shale Conference	22- 24 JUNE 2016
	CXO Event	23 JUNE 2016
	UKTI - International Opportunities In Renewable Energy	23 JUNE 2016
	10th International Banking And Finance Forum	23 JUNE 2016
	European Corporate Games: The Great Games And The Grand Parade	23 - 26 JUNE 2016
	UKTI - International Opportunities In Water And Environment	23 JUNE 2016
	European corporate games: business enterprise day	24 JUNE 2016
	The Art Of International Business In A Sustainable City	24 JUNE 2016

IFB2016 - WHAT'S ON

CREATIVE AND DIGITAL WEEK* - SUNDAY 26 - FRIDAY 1 JUL 2016

ORGANISATION	EVENT	DATE
	TEDX The Future: We Will Create!	24 JUNE 2016
	UKTI - International Opportunities In Music	27 JUNE 2016
	Global Event Tech	27 - 28 JUNE 2016
	Wi-Fi Global Congress 2016	27 - 30 JUNE 2016
	Pay360 Digital Payments	27 - 28 JUNE 2016
	UKTI - International Opportunities In E-Commerce	28 JUNE 2016
	The International Retail User Day	28 JUNE 2016
	Spy Tools: Next Generation Red Teaming	28 JUNE 2016
	The Annual Emea Mobile Marketing Association Conference	28 JUNE 2016
	UKTI - International Opportunities In Gaming	28 JUNE 2016
	UK ASEAN: Meet The Buyer	29 JUNE 2016
	Gateway 2 Enterprise	29 - 30 JUNE 2016
	UKTI - International Opportunities In Media	30 JUNE 2016
	IFB2016 - Closing Dinner: Creating & Accelerating Future Growth	30 JUNE 2016
	UKTI - The Power Of Networking In International Business	30 JUNE 2016
	Creating the Future	1 JULY 2016
	Accelerate 2016	1 JULY 2016

*All events are current at time of going to press and are subject to change. Updates appear on ifb2016.com

REGISTER TO ATTEND IFB2016 TODAY

HOW TO REGISTER

Joining is easy. Simply fill in the registration form online at www.ifb2016.com. We'll speed your application through and hold your details in our database, allowing us to cross-match your profile with delegates, buyers, investors and business owners we think would be of interest to you.



"The first IFB was even better than we imagined. To have so many meetings, and visitors from all over the world coming together to talk about business is fantastic. I know from my experience that this makes connections. It creates business, investment and new ideas. A visit to IFB2016 will give a real boost any business."

Sir Terry Leahy
IFB 2014 Festival Ambassador

KEY CONTACTS

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