Press Releases

North American SMEs, Start-ups and Corporations Targeted for World's Largest Business Festival in Liverpool, England in June 2018

Biennial International Business Festival attracted 25,000 delegates and facilitated $320 million worth of business deals in second event staged in 2016

LIVERPOOL, England and NEW YORK, July 10, 2017 /PRNewswire/ -- Planning for the third Biennial International Business Festival (www.InternationalBusinessFestival.com), June 12 – 18, 2018 in Liverpool, England, is underway with a focus on attracting North American small-to-medium size enterprises, start-ups and larger corporations.

The 2016 event, already the world's largest business festival, attracted 25,000 visitors from the U.S.,India, China and around the world helped to generate $320 million in business deals according to new research conducted by SG Lingard.

The festival is aimed at small and medium-sized companies, particularly those eyeing overseas trade, with 30 per cent of previous delegates reporting that they were actively exporting or exploring the opportunity of exporting to new international markets.

A total of 103 international delegations made up of 639 unique delegates visited the 2016 festival, with 5 percent coming from the USA.

Planning for next year's event is already in full swing and organizers predict that the total value of deals since the founding event in 2014 will reach nearly $1.3 billion, boosted by the trade and investment from the 2018 event.

Organizers are promising a stellar line-up of inspirational speakers, including heads of government, royalty and business leaders to be announced in the coming months. Lead sponsor HSBC, has already committed to supporting the 2018 Festival.

Each day will focus on a different high-growth business sector – global economics, future transport, creative industries, manufacturing, health and life sciences, urbanization and cities, sustainable energy, global logistics and sports and travel.

A new innovation hub will showcase the latest business trends; a "festival incubator" will offer expert advice to expanding firms and there will be a wide range of cutting-edge conferences. Taking to the "blueskies stage" will be world-renowned industry experts, influencers and innovators.

"The United States business community is a critical audience for the International Business Festival," said Max Steinberg, chair of the 2018 International Business Festival. "The U.S. and UK business communities have a long history of collaboration and cross-border business development. Our festival will provide a strong opportunity for start-ups, SMEs and larger corporations to develop import/export partnerships and generate new business. We also help businesses meet buyers and suppliers, developing partnerships and signing deals. This is the third year and it promises to be better than ever."

About International Business Festival
The International Business Festival (www.internationalbusinessfestival.com) is the world's biggest business event. Hosted every two years in its home city of Liverpool, the festival captures the dynamism and diversity of the global marketplace. The goal is to give businesses the space, support and expertise they need to make connections, do deals and realise their potential. The International Business Festival is co-funded by the City of Liverpool and the UK government through the Liverpool City Region combined authority single investment fund.

Twitter: @thebusinessfest
LinkedIn: linkedin.com/internationalbusinessfestival

SOURCE International Business Festival

For further information: Feintuch Communications: Henry Feintuch, 212-808-4901; Sharlys Leszczuk, 212-808-4904; InternationalBusinessFestival@feintuchpr.com