



GTPA seek to better understand the needs of UK businesses in a post-Brexit environment during Going Global 2019

As the Head of Global Trade Policy based in the UK, I am delighted to announce that GTPA CEO Lisa McAuley will be joining the rest of the GTPA at Going Global 2019. Lisa has helped to support businesses to succeed in global markets for over 15 years and has driven ground-breaking research and advocacy projects around the global competitiveness of SMEs.

During Going Global, Lisa and the GTPA will be engaging with UK businesses to better understand their needs and the challenges they face in this uncertain business environment, as well as how GTPA product and service offerings can help.

Come and find Lisa at Stand 270 or during the interactive discussion she will be hosting on 28 November at 11am. Active attendees will have a chance to win up to 10 complimentary business certifications and join a globally trusted network in 2020. Please join as at this seminar and share your insight on:

- Your current business focus, including markets you are already serving
- The aspirations of your business including potential markets for expansion
- Your knowledge gaps and what solutions could assist your business
- Barriers you have experienced in your international expansion

On behalf of the GTPA team in the UK and our CEO, we look forward to seeing you this week at Going Global 2019.

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