

British Icelandic Northern Trade Mission



Leeds Financial Services

2nd - 5th October 2006



Yorkshire & Humber



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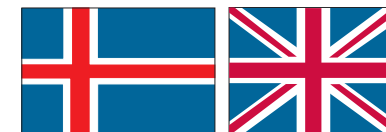
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INTRODUCTION

At a time when Icelandic corporate investment activity in the UK continues to increase, this trade mission will give delegates an excellent opportunity to explore the Yorkshire and Humber area and make strong contacts with a wide variety of businesses.

The Humber has for many years had strong commercial ties with Iceland, in fish and transport. This mission will open the doors to the wider Yorkshire area and particularly the financial centre of Leeds where great opportunities exist in the financial services and information technology sectors, as well as many others.

The Yorkshire Business community looks forward to giving a warm welcome to all Icelandic delegates.

PROGRAMME

Monday 2 October

17:30 Depart Reykjavik (Icelandair flight 440)

21:05 Arrive Manchester Transfer to Leeds Radisson Hotel

Tuesday 3 October, Leeds

9:00 **Meet at Radisson Hotel**

9:30 **Welcome to Yorkshire**
(Watson Burton LLP, 1 City Square)

- **Yorkshire & Humber region**
(Yorkshire Forward/UKTI)
- **Leeds and its Economy**
(Leeds City Council)
- **Leeds Financial Services Initiative**
(LFSI)

10:45 **Tour of Prime Investment Sites in Leeds**

Development Department, Leeds City Council (Depart 1 City Square)

12:15 **LFSI Quarterly Networking Lunch**

(Queens Hotel)

- **Opportunities in Iceland**

Jon Asbergsson, Managing Director, Trade Council of Iceland

15:00 **Bespoke Commercial Contact Meetings**

(Venue to be confirmed. Return to Radisson Hotel 17:30)

19:00 **VIP Dinner hosted by Councillor Andrew Carter, Leeds City Council** (Held in the Banquet Hall, Civic Hall)

Guest Speakers:

- His Excellency Sverrir Haukur Gunnlaugsson –
Ambassador of Iceland in London
- His Excellency Alp Mehmet –
British Ambassador to Reykjavik

Wednesday 4 October, Hull

Visit to Hull hosted by Hull City Council

09.00 Transport to Hull

10.30 KTL Digital Home Showcase

11.00 Tour of Hull

12.00 The Deep (including lunch)

14.00 Tour of Hull continued

15.30 K C Stadium Tour

19.00 Informal Dinner hosted by Hull City Council

Thursday 5 October

Return travel to Iceland from Glasgow / Heathrow