



## Agenda for CEO Leadership Summit London Stock Exchange, Wednesday 18 June 2008

- 09:00**      **Registration and coffee**
- 09:30**      **Welcome from conference chairman**  
Alan Bristow, CEO, ICON Corporate Finance
- 09:35**      **Imagine if you couldn't fail**
- What would you do?
  - Where would you go?
  - Who would you be?
- David Taylor, author of The Naked Leader
- 10:30**      **Why XMOS was 'Born Global'**
- Keeping it united, the problem with global growth
  - Roadmap for going global, UK style
- James Foster, President and CEO, XMOS Semiconductor
- 11:00**      **Coffee**
- 11:30**      **Cultivating innovation within your organisation that fuels your top and bottom line**
- Innovation as a competitive strategy
  - Developing the people, processes, and structures that create growth
  - Marketing, marketing, marketing - the power of the brand
- Chris Baker, Senior Vice President, Core Technology Business, Oracle, EMEA
- 12:15**      **The practical challenges and steps to global success**
- Growth through acquisition
  - Key acquisition criteria
  - Integrating acquisitions successfully – the Cisco model
  - Challenges and pitfalls
  - What makes a company truly global?
- Tim Shorrocks, Strategy and Marketing Director, Cisco UK and Ireland
- 13:00**      **Lunch**
- 14:15**      **How to become the industry standard – the Adobe story**
- Lessons from the US
  - Establishing a culture of execution
  - Execution as a competitive advantage
  - Execution checklist
  - Pitfalls to avoid
- Sue Thexton, Former VP EMEA, Adobe
- 15:00**      **Taking it global**
- Competing globally
  - Creating successful channel strategies
  - Aligning go-to-market activities
  - Succeeding in Asia and India
  - Cultural "lessons learned"
- Robin Abrams, Former President, Apple, Asia
- 15:45**      **Coffee**
- 16:15**      **Panel session: financing global success**  
Moderator: Alan Bristow, CEO, ICON Corporate Finance
- Graham Brant, co-founder Beyond Asia VC Fund and former MD, Microsoft HK
  - Robin Abrams, Former President, Apple, Asia
  - Mike Reid, Director, 3i
  - Michael Jackson, Chairman Partygaming.com and Managing Partner, Elderstreet Ventures
  - Mark Crosier, CEO, Deepstream Technologies
- 17:00**      **Closing comments**