

Role of Media in Business

Location	Southern Daily Echo, Redbridge, Southampton (SO16 9JX)
Date	23 March 2011
Time	4.00pm - 7:00pm
Dress Code	Business
Fee	£30+VAT per person
RSVP	To register your place email the Business Southampton Events Team bookings@businesssouthampton.com or call 023 8068 2520 .

EVENT DESCRIPTION

Understand the role of media in business and learn about the creative and media sector in India

The Indian Media and Entertainment (M&E) industry which stood at US\$ 12.9 billion in 2009 is projected to grow at a compound annual growth rate (CAGR) of 13 per cent over the next five years to reach the size of US\$ 24.04 billion by 2014. Some of the key sectors within this industry are Television, Print media, Filmed entertainment, Radio, Animation & Gaming, Outdoor advertising, Music and Design and Publishing.

A growing middle-class with increasing disposable incomes, facilitated by the growth in retail infrastructure for entertainment products and services, and the demands for creativity in business are thus opening up vast opportunities for businesses in this sector. Moreover, the Indian M&E sector is very receptive to overseas expertise and technologies that add value to their content and increase production and distribution efficiencies.

The UK on the other hand has one of the world's most advanced digital media industries. It is considered a world leader in animation and boasts an internationally renowned expertise in a wide range of specialisms.

Creative Media is therefore a key priority sector as identified during Prime Minister David Cameron's visit to India and one that presents enormous opportunities for UK companies. Learn about these opportunities within the UK-India context and how to use the media to the advantage of your own business.

Event partners:



AGENDA

- 1600 Registration (Enjoy some live Indian classical music while you wait)
- 1630 Welcome by Ian Murray, Southern Daily Echo
- 1635 Opening remarks & introduction by Prof. Adam Wheeler, University of Southampton and Amarjit Singh, Dutton Gregory LLP
- 1645 Role of Media in Business by Prof. Khalid Aziz LVO DL FRSA, The Aziz Corporation followed by Q & A
- 1710 Opportunities in India's Creative & Media sector by Parminder Vir OBE, PVL Media Consultants followed by Q & A
- 1735 Vote of thanks by Grant Harrison, Institute of Directors
- 1740 Tour of the News Room
- 1810 Networking drinks and canapés
- 1900 Event Close

SOUTHAMPTON INDIA BUSINESS NETWORK

Southampton India Business Network (SIBN) promotes the growth of business and commerce with the Indian business community within the Southampton City Region as well as between the City Region and India. It aims to:

- Promote an environment for business innovation with people of all cultures with an interest in the development of business opportunities with the India.
- Support the development of young talented people to become the business leaders and entrepreneurs of the future.
- Provide an effective network that regularly brings together those people with an interest in enhancing business opportunities with the Indian business community.

RSVP

To register your place at this event, please email bookings@businessouthampton.com or call **023 8068 2520** by Wednesday 16th March 2011. Please note that places are limited so early booking is recommended.

Event partners:

