



BritishAmericanBusiness

BritishAmerican Business hosted half-day Innovation Conference on Reinventing Corporate Success and Shaping the Fourth Industrial Revolution

June 20, 2017

New York, NY – New York, NY – On June 19, 2018, BritishAmerican Business (BAB) presented its Fourth Annual Innovation Conference in partnership with United Airlines, Vodafone, Dell Technologies, Hearst, Legal & General, AVADO, Farkouh Furman & Faccio, Outstanding Branding and NYU Stern. The Conference is BAB's signature Innovation program on the transatlantic business calendar, which brought together over 150 influential business leaders from both sides of the Atlantic.

As the political, business and economic environment is becoming more unpredictable, 64% of organizations are adapting their innovation strategies amid unprecedented global political and economic uncertainty. Panelists included executives, academics, technologists, and founders from emerging startups. Kate Lewis, Senior Vice President and Editorial Director at Hearst Magazines Digital Media kicked off the conference, and Alex Ibrahim, Head of International Capital Markets, New York Stock Exchange culminated the conference with a keynote on the reinvention story of the NYSE.

Duncan Edwards, CEO, BritishAmerican Business said:

"BritishAmerican Business is proud to bring together the brightest minds from founders of emerging startups disrupting the way in which we think and work to renowned multi-national companies reinventing their brand and corporate strategies.

Our sponsors and speakers shared outstanding insights, which was a true testament to the innovative partnerships and initiatives across our network that are shaping the 4th Industrial Revolution.

On behalf of BritishAmerican Business and our members on both sides of the Atlantic, we are proud to champion the innovative ideas and contributions which deliver benefits and challenges for business and people around the world."

Sponsor, Farkouh, Furman & Faccio ("FF&F") also commented:

"As a fairly new member of the organization, we're very proud to be partnering with BritishAmerican Business as a conference sponsor for this event," said Eric Swerdlow, Partner at FF&F. "This year's conference topic is an important one that affects all of us. As technology evolves, the global gap is getting smaller and, as a result, businesses of all sizes need to adapt to stay afloat."

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About BritishAmerican Business:



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BritishAmerican Business (BAB), the leading transatlantic business network, is a not-for-profit organization dedicated to helping companies connect and build their business on both sides of the Atlantic.

BAB

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About United Airlines

United Airlines and United Express operate more than 4,500 flights a day to 339 airports across five continents. In 2016, United and United Express operated more than 1.6 million flights carrying more than 143 million customers. United is proud to have the world's most comprehensive route network, including U.S. mainland hubs in Chicago, Denver, Houston, Los Angeles, New York/Newark, San Francisco and Washington, D.C. United operates Boeing and Airbus mainline aircraft and the airline's United Express partners operate 483 regional aircraft. The airline is a founding member of Star Alliance, which provides service to 192 countries via 28-member airlines.

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About Vodafone

Vodafone Group is one of the world's largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone Group has mobile operations in 25 countries, partners with mobile networks in 47 more, and fixed broadband operations in 18 markets. As of 31 December 2017, Vodafone Group had 529.1 million mobile customers and 19.3 million fixed broadband customers, including India and all of the customers in Vodafone's joint ventures and associates. For more information, please visit: www.vodafone.com

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About Dell

With award-winning desktops, laptops, 2-in-1s and thin clients, powerful workstations and rugged devices made for specialized environments, monitors, docking, endpoint security solutions and services, Dell gives today's workforce what they need to securely connect, produce, and collaborate from anywhere at any time. Dell, a part of Dell Technologies, services customers from consumers to organizations of all sizes across 180 countries.



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About Legal & General:

Established in 1836, Legal & General is one of the UK's leading financial services groups and a major global investor, with a number of growing businesses in the US and in other countries. At 31st December 2017, we had over £983 billion (\$1.3 trillion) in total assets under management. Over fifteen million people worldwide rely on us to help them save for the future and to protect their families and their homes.

We work with companies and pension trustees to help people build security in retirement, being the UK's largest investment manager for UK corporate pension schemes and a market leader in pensions de-risking. We have also invested over £14.4 billion in direct investments such as homes, urban regeneration, clean energy and small business finance, driving economic growth and making a positive difference to the UK's built environment.

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About AVADO:

AVADO delivers learning that works using a unique combination of structured learning design, expert-led content and learner collaboration. Working with our partner, Google, AVADO helps thousands of individuals realize their full potential with online professional qualifications, capability building in Accounting, HR, L&D, digital marketing and more. AVADO also works with hundreds of businesses worldwide to engage and up-skill their workforce and transform organizations to embrace a new digital mindset.

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About Farkouh, Furman & Faccio:

Since 1974, Farkouh, Furman & Faccio's team of Certified Public Accountants and Advisors has provided customized solutions for our clients' most complex tax, financial and business matters. From domestic and international businesses of all sizes to high net worth individuals and families, our clients can rely on personalized service and experienced strategies centered on maximizing efficiencies and profitability.

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About NYU Stern:

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New York University Stern School of Business, located in the heart of Greenwich Village, is one of the nation's premier management education schools and research centers. NYU Stern, whose faculty includes three Nobel Laureates in Economics, offers a broad portfolio of programs at the graduate and undergraduate levels, all of them enriched by the dynamism, energy and deep resources of one of the world's business capitals.

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About Outstanding Branding:

Outstanding Branding is a professional, creative distributor of branded promotional merchandise, business gifts and giveaways.

With offices in New York and London, our team of experienced promotional merchandise experts provide advice on the best promotional items at the right price, and always deliver an outstanding experience.

Whether it be a one-off order, or a requirement for an online branded product store with global distribution, Outstanding Branding has a team of professionals to assist.

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