



PAUL DUFFY

TURKEY, SAUDI ARABIA AND MEXICO

HIGH GROWTH MARKETS SPECIALISTS

UK TRADE & INVESTMENT HIGH GROWTH MARKETS PROGRAMME

High Growth Markets Specialists support UK Trade & Investment in the provision of dedicated professional assistance to help UK companies enter or expand their engagement with 17 designated high growth markets. High Growth Markets Specialists are well placed to offer a variety of tailored strategic interventions to individual companies.

The UK Trade & Investment High Growth Markets Programme was established in February 2007 and is headed by Dr Sarada Tew. The Programme will consist of a team of up to 15 specialists providing intelligence-led strategic input to target primarily mid-corporate companies to further the UK's engagement with high growth markets. These include:

- Brazil
- China
- India
- Indonesia
- Malaysia
- Mexico
- Qatar
- Russia
- Saudi Arabia
- Singapore
- South Africa
- South Korea
- Taiwan
- Thailand
- Turkey
- United Arab Emirates
- Vietnam

UK Trade & Investment High Growth Markets Specialist Paul Duffy brings substantial experience from the communications, software and fast moving consumer goods sectors to develop international trading opportunities for leading UK-based mid-corporate companies within the 17 designated high growth markets.

Paul is an experienced Managing Director who has also held roles as Business Development Director and Finance Director for multinational industrial and service businesses in the UK, Europe, the USA, Canada and the Middle East. He has experience in the telecoms, datacoms, software, fast moving consumer goods, education, engineering, chemicals, oil and mining sectors.

Paul has developed and delivered international strategies for businesses which have involved building regional sales and distribution networks, identifying and negotiating acquisition opportunities, formulating and delivering joint venture and partnering agreements and licensing technology. He has also advised and mentored businesses in the penetration of international markets.

Based in Turkey for five years, Paul worked closely with the Turkish Government and private sector in establishing a joint venture operation which delivered a significant proportion of the country's telecommunication infrastructure. He was also responsible for sales into the surrounding regions.

Paul worked in North America for 18 years, during which he was involved in establishing manufacturing operations in Mexico, Ireland and Puerto Rico to help penetrate those markets. In addition he developed distribution networks which covered Europe, the Middle East, Mexico and Africa, and was involved in the identification, negotiation and integration of a number of acquisitions.

As Business Development Director for an education business, Paul established or developed local regional offices in Saudi Arabia, Oman, India, Malaysia, China and Hong Kong which managed local partnership arrangements and enabled business development in those regions. He also spent 18 months working in Central Africa in the mining industry.

As a High Growth Markets Specialist, Paul will focus on Turkey, Saudi Arabia and Mexico where there are significant opportunities for UK mid-corporate companies. The combined population of these three countries is over 200 million people.

Paul is a Fellow of the Institute of Chartered Management Accountants and holds a MBA degree from Cranfield University.

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