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# IFB2016 YOUR GLOBAL MARKETPLACE

## DATE FOR YOUR DIARY

MEHEFIN 20 JUNE 2016  
CYNHADLEDD TWRISTIAETH GO NORTH WALES  
GO NORTH WALES TOURISM CONFERENCE  
EXHIBITION CENTRE, LIVERPOOL, UK

[www.ifb2016.com](http://www.ifb2016.com)





Go North Wales Tourism Conference will be taking place on Monday 20<sup>th</sup> June 2016 as part of the Show Me Wales event, sitting alongside the Best of British Showcase following the Show Me Wales Show on Sunday 19 June. The event will bring together market leaders, tourism businesses and the captains of our industry from across Wales. Come to hear inspirational and influential speakers talking about their experiences within the tourism industry.

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### **Jim Jones, North Wales Tourism**

Ex-Welsh Guardsman Jim Jones is on a new mission to sell North Wales to the world. After leaving the forces he worked in local government - eventually heading up the tourism and communities department at Conwy Council.

Now he has taken the role as managing director of North Wales Tourism, the largest destination management organisation in Wales with a growing membership of more than 1,000. He is passionate about working in partnership to promote the region's spectacular landscape, heritage, culture, food and drink, accommodation along with the adventure and family attractions.

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### **Dave Sharp, Speed Painter**

Dave Sharp is an extraordinarily talented artist who paints at high speed. The judges on Britain's Got Talent were so impressed all four of them gave him a big fat yes and he's a regular entertainer on the Disney cruise ships.

He uses two brushes to bring the image to life with flowing strokes and often teases the audience to guess who or what is the final subject. Here he will be painting a portrait of the ultimate Liverpool icon, John Lennon, in just a few minutes. Better still members of the audience will be entered in a draw to win it.

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### **Sean Taylor, Zip World**

Ex-commando Sean Taylor is a visionary entrepreneur who's put North Wales on the global map for adventure tourism. After working as bodyguard for former Baywatch star Pamela Anderson, he returned to his native North Wales where he created Zip World which boasts the fastest zip line in the world over a former slate quarry in Bethesda in Gwynedd.

Sean's also opened a series of other attractions including Bounce Below in Blaenau Ffestiniog which has giant trampolines in underground slate caverns. The relentless success story continues with new sites planned across the UK as well as a new £3m HQ.

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### **Gareth Jones, Carbon Zero Group**

Gareth Jones is an award-winning serial entrepreneur who's started five new businesses in the past 12 months, including the UK's first dedicated glamping construction company and UK Leisure Living which sells and hires out hot tubs. He plans to construct more than 1,000 high quality accommodation units over the next five years and to sell over £1 million worth of hot tubs this year.

With other companies in the group specialising in renewable energy, education and training, Wales Online recently identified Gareth as one of the Top 35 Business Men Under 35 in Wales.

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### **Rachel Gill, Conwy Events Team**

Rachael Gill helped bring superstars like Sir Tom Jones, Sir Elton John and Jessie J to Conwy when she played a key role in creating the highly successful Access All Eirias weekend festival in Colwyn Bay. The festival is now an annual fixture in the calendar. As well as being hugely popular, it's also bringing in a huge amount of tourism revenue into the county of Conwy.

She wrote Conwy County Borough Council's corporate events strategy in 2010 and it's bearing fruit in a spectacular way - every £1 invested by the council is generating a return on investment of £32 which is worth making a song and dance about.

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### **Denise Hampson, Hampson Solutions**

Former British cycling champion and record holder Denise Hampson is now going for gold as an international expert in behavioural economics. She has designed services for a wide range of organisations, including central government departments, and is the author of Desire Code, a respected guide to transforming behaviour.

Denise started out as systems engineer at BAE Systems where she worked on the design of pilot-friendly cockpits for military aircraft including the Eurofighter Typhoon. It was this experience that started her career-long obsession with human-centred design and creating systems and services that are matched to real human behaviour.

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### **Ashley Rogers, North Wales Business Council**

With a background in tourism and marketing, Ashley Rogers is a key figure in the region as the chair of the influential North Wales Business Council which represents organisations like the CBI, Chamber of Commerce and the EEF. After spending several years travelling Europe as a high flying marketing expert, he is now focused on 'brand North Wales' and runs his own marketing firm.

A keen walker, Ashley completed a solo trek from Land's End to John O'Groats back in 2010 for the Hope House/Tŷ Gobaith children's hospice charity and also volunteers on archaeological excavations at the site of the Roman fort, Vindolanda, at Hadrian's Wall.

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## **Andy Ainscough, Surf Snowdonia**

Andy Ainscough is the operations director at Surf Snowdonia, the surfing lagoon at a former aluminium plant in the Gwynedd village of Dolgarrog, which captured the world's imagination when it opened last year. The inland lake covers an area the size of six football pitches and a snowplough-shaped underwater foil generates the longest man-made surf wave on the planet.

After a winter break, Surf Snowdonia reopened this year with a new Crash and Splash obstacle course and a spectacular catapult called Blob. Among those who've flocked there are the founder of Google Larry Page and Nick Woodman, the man behind GoPro. Not surprisingly, Surf Snowdonia has been listed as "one of the world's hottest new experiences for 2016" by travel journal Lonely Planet.

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## **David Reed, marine leisure expert**

David Reed is an internationally respected tourism and leisure expert who specialises in product development for the marine leisure industry. He has worked on projects at home in Wales and farther afield in the Seychelles, France and Spain

David is also a director of the Royal Yachting Association Cymru Wales and a member of the Welsh Government's Marine Advisory Stakeholder Group. He is passionate about helping the sector to grow and develop through partnerships between the private and public sectors.

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## **Ben Taylor, International Motor Sports**

Ben Taylor is Mr Wales Rally GB. After starting out as a press officer for the Tyrrell F1 team, Ben moved up quickly through the gears to achieve a meteoric rise, with pit stops at the Honda F1 team and the Motor Sports Association, before being appointed managing director of International Motor Sports

Ben has been responsible for the organisation and commercial development of Wales Rally GB, the UK's round of the FIA World Rally Championship, since 2014. IMS also runs the British Rally Championship and organises the sporting side of the British Grand Prix at Silverstone each year.

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## **Phil Scott, Rib Ride**

It's fast, it's fun and it's taken tourism in the UK by storm. Phil Scott set up Rib Ride, the adventure boat tour company, in 2005. It's now based in four North Wales ports and carries more passengers than the cruise ships which berth in Holyhead. The company has won a host of national tourism awards and become the highest rated activity in North Wales on Trip Advisor.

Not content to rest on his laurels, he also helped created The Marine Club, the first private members powerboat club in the UK, and Vantage Catamarans which is building the world's fastest cruising adventure catamaran. If that wasn't enough, Phil is also the chair the North Wales Tourism Forum.

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For more information please go to <https://www.ifb2016.com/> and to join us please fill in the online application form <http://www.sbarc.net/ifb2016/>.