

Feeling Brave?

An Atradius Global Trade Forum™ event



How adventurous are British businesses?

That's the question that we'll be asking – and attempting to answer – at a seminar at our **Cardiff Bay waterfront headquarters on 19th June**. In partnership with the Institute of Directors, we're currently surveying IoD members to find out how far they're prepared to take calculated risks in their decision making process.

Companies worldwide are becoming more risk averse in the face of the credit crunch, competition from emerging markets, the fear that a bad decision could adversely affect their bottom line. But how do businesses grow? Is it through financial stringency? Is it through caution? Is it by adhering to the tried and tested methods?

Or is it by embracing risk and innovation? The heroes in the world of business, and rightly so, are the entrepreneurs. Those who are willing to undertake riskier sales, and are rewarded with greater economic profit.

Is the entrepreneurial spirit still alive and kicking? At our seminar we'll reveal the findings of our survey, and hear the inspiring success stories that real entrepreneurs have to tell – people like Phil Murray, CEO of Petrotechnics, recent winner of the

European Business Growth Strategy of the Year Award, sponsored by Atradius.

After the seminar you'll have the opportunity to network with fellow business people and our panel of experts at Atradius' architecturally stunning waterside HQ.

If you'd like to know more about our seminar, and register to attend, simply email events@atradius.com