

**Baroness Susan Greenfield CBE to Speak at London Gateway 2008**

Director of The Royal Institution of Great Britain to address the Role of Science in Business

(London, UK - 19 March) BritishAmerican Business, the leading transatlantic business organisation, today confirmed Baroness Susan Adele Greenfield CBE as a keynote speaker for the 2008 London Gateway business conference. Baroness Greenfield is a British scientist, writer, broadcaster, and member of the House of Lords.

With the theme of *Globalisation: The Second Wave*, London Gateway 2008 will explore the implications of the full integration of the world's capital markets and the entry of over a billion new consumers into the world economy.

"Baroness Greenfield is an important addition to our list of distinguished presenters. She was a huge success when she addressed our members at a breakfast briefing last year, and I know that she will have the same impact when she addresses our lunch gathering." said Peter Hunt CMG, London Managing Director of BritishAmerican Business, "Her speech at the lunch will be *When Science Means Business*."

As well as several honorary degrees, Baroness Greenfield has been awarded the Royal Society's Faraday medal, and in January 2000, received the CBE for her contributions to the public understanding of science. In 2003, she was given the French Légion d'honneur, and in June of 2001, she was created a life peer, as Baroness Greenfield, of Otmoor, in the County of Oxfordshire.

For more information, further updates and registration details, please visit the official website of London Gateway 2008 [www.londongateway.org](http://www.londongateway.org).

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About London Gateway ([www.londongateway.org](http://www.londongateway.org))

London Gateway is the official annual business conference of BritishAmerican Business. This year, our one-day conference will be held in Central London on 20 May 2008, with the participation of senior transatlantic business leaders, and will afford the opportunity to network, discuss key globalisation issues, and derive useful information on how to manage business objectives to derive maximum benefit from the Second Wave of Globalisation.

The 2008 conference, *Globalisation: The Second Wave* will feature a series of presentations and discussion sessions led by global business leaders and will focus on the implications of globalisation for transatlantic business companies.

London Gateway 2008 is kindly sponsored by AIG, Citi, City of London, The International Herald Tribune, PricewaterhouseCoopers LLP, UK Trade & Investment and Virgin Atlantic Airways.

About BritishAmerican Business ([www.babinc.org](http://www.babinc.org))

BritishAmerican Business has grown to become the leading transatlantic business organisation, dedicated to helping companies connect and build their business on both sides of the Atlantic.

Our long-term membership includes the world's leading multi-nationals and middle-market

companies. We provide them with access to practical, measurable business expansion opportunities, by delivering high-calibre networking and targeted marketing platforms, as well as top-quality business intelligence and regulatory advice and influence.

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