



Rt Hon Sir Richard Needham

As International and Commercial Director of Dyson, Sir Richard is responsible for developing the company's manufacturing and sales operations in Europe, the US and the Far East.

Heading-up Dyson's move into China, Richard has developed unrivalled contacts both at the highest reaches within the Chinese Government and at local Party Secretary level. He knows the advantages and pitfalls of doing business in China and, with his range of contacts, is perfectly placed to help companies enter the Chinese market at the right level, in the right place and with the right partners.

Richard originally served as a Conservative MP and Michael Heseltine's Deputy at the DTI. He is credited with reinvigorating Britain's export strategy and regenerating Northern Ireland's infrastructure and economic base. He took considerable risks in insisting that Belfast's bomb-damaged city centre should be reconstructed in glass and steel to demonstrate confidence in the future. He is author of *Honourable Member*, a witty guide on how to become an MP and survive in the corridors of power.

Since leaving politics, Richard has been involved as Chairman, Director or adviser to over twenty companies; from world giants such as GEC Plc down to start-ups such as Quantum Imaging Ltd. Aside from Dyson, he chairs Imperial College's DeltaDot company which introduced the world's most advanced DNA sequencer. Richard also serves as Vice Chairman of NEC Europe, and Chairman of Avon Rubber.

At a time when UK businesses are experiencing the first major downturn for over a decade, Richard Needham's experience of the ups and downs of political and commercial life provide a unique insight into what to do and what to avoid in the present climate.

In his keynote presentations, Richard sets out how to drive change and chart a course through the economic storm. He shows how setting targets only works if everyone has a clear role, and if the structure allows the strategy to succeed. He also provides a clear insight into turnarounds, risk-taking and innovation in both public and private sectors - at home and abroad.

Speech Titles

Building a strong community
Risk-taking
Maintaining innovation
Competing against the downturn

Client Comments

"Richard was hugely entertaining, an excellent raconteur with useful business insights." – ICBI

"Incredibly relevant, but also very funny. He definitely added value." – World Business Research

"We were still talking about Richard late into the evening. He was a great success." – QAS

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