



EVENT: CHINA TOMORROW - BUILDING INNOVATION LINKS BETWEEN THE UK & CHINA
DATE: 14TH JULY 2009 **TIME:** 09:00-16:00
VENUE: THE NATIONAL SPACE CENTRE, LEICESTER

ORGANISED BY:



"If you wish to remain or become New Champions, you must be innovative and take the lead in doing so. Otherwise, you won't be successful." Premier Wen Jiabao, Annual Meeting of the World Economic Forum New Champions, Tianjin, September 2008.

"No matter how intensive the competition is, innovative products can find their position in the global market. China should play a leading role in innovation worldwide." Premier Wen Jiabao, Guangzhou, April 2009.

"The global recession has served as a harsh but necessary reminder about the importance of innovation in driving economic growth. In that context, the next stage should be for us to consider how international collaboration in this area can serve our national interests." Lord Drayson, Minister for Science & Innovation, Scientific-Economic Research Union Conference, Berlin, May 2009.

INTRODUCTION

Innovation is a key driver of future prosperity and is at the heart of future economic development. In difficult and uncertain economic times, it will be those countries that invest in and successfully exploit new and innovative ideas that will come out on top.

Following the announcement at the UK-China Business Summit with Chinese Premier Wen Jiabao, the main aim of the **China Tomorrow** initiative is to better equip organisations in the UK and China to work together on a wide range of innovation & technology projects and to commercialise the outputs.

China Tomorrow will therefore provide increased access to information; highlight the opportunities for commercialisation; and help increase collaboration between the UK & China.

This first event, sponsored by East Midlands Development Agency (*emda*) and supported by the East Midlands China Business Bureau, will address the processes and issues involved in working collaboratively on such projects and will cover a range of topics including:

- Best practice / dos & don'ts for collaborative working
- The cross-cultural issues of collaboration
- IPR and legal considerations
- Funding opportunities, finding partners and routes to commercialisation
- Case studies

Senior speakers from the economic powerhouse of **Chongqing** will also participate - from the Science and Technology Commission, Intellectual Property Bureau and High-Tech Incubation Centre - to provide an informed perspective of the situation 'on the ground' in China.

PROGRAMME

09:00 - 09:30	Registration & coffee
09:30 - 09:45	Welcome by senior representative from the East Midlands Professor John C Fothergill , Head of the Department of Engineering, University of Leicester
09:45 - 10:00	Chair's Introduction Dr Nigel Kerby , Managing Director, Mylnefield Research Services Ltd; and Board Member, China-Britain Business Council
10:00 - 12:00	<i>The innovation & technology transfer landscape in Chongqing</i> This session will: <ul style="list-style-type: none"> - Outline the opportunities to develop collaborations with companies and academic and research institutions at the regional level in China. - Provide examples of how organisations in Chongqing have worked with counterparts in the UK on joint research or knowledge transfer projects. <ul style="list-style-type: none"> - Prof Pan Fusheng, Deputy-Director, Chongqing Science and Technology Commission - Yuan Jie, Director General, Chongqing Intellectual Property Bureau - Li Leiting, Head of Chongqing High-Tech Incubation Centre <p>Summary of morning session</p>

12:00 - 13:00 Lunch sponsored by Potter Clarkson LLP



13:00 - 13:40 ***Best practice / dos & don'ts for collaborative working and the cross-cultural issues of collaboration***

Stewart Ferguson, China Business Adviser, China-Britain Business Council

13:40 - 14:20 ***IPR considerations***

Dr Charlotte Crowhurst, Patent Attorney, Potter Clarkson LLP

14:20 - 15:00 ***Funding opportunities, finding partners and routes to commercialisation***
Speaker to be advised

15:00 - 15:30 ***Case study- How the University of Nottingham works with partners in China***

Dr Richard Masterman, Director, Research Innovation Services, University of Nottingham

15:30 - 16:00 Event Round-up - Discussion / Q&A session

Please note this programme is subject to change.

About emda:

East Midlands Development Agency (*emda*) is one of nine Regional Development Agencies in England, set up in 1999 to bring a regional focus to economic development.

Ten years on, independent evaluation shows *emda* has:

- Had a significant impact on the region's economy
- Generated economic benefits that substantially outweigh its overall costs
- Put back over £9 of economic output (or GVA) into the regional economy for every £1 it spends
- Produced more than £1 billion in economic benefits per year
- Had a wider impact on people, places and businesses in the East Midlands that cannot be captured by figures alone.

emda is committed to supporting the region through the current downturn and has put in place a range of measures to provide real help during these challenging times.

Over the long term, *emda's* aim is to deliver the 2006 Regional Economic Strategy (RES) by working in partnership with public, private and voluntary organisations. The RES highlights the themes of productivity, sustainability and equality and sets out key priorities until 2020 to ensure the vision for 'a flourishing region' can be achieved.

For more details visit www.emda.org.uk

*This event is part of the UK Department of Business, Innovation and Skills
Global Partnership Programme.*



China-Britain
Business Council
英中贸易协会

BOOKING FORM



‘CHINA TOMORROW’ - BUILDING INNOVATION LINKS BETWEEN THE UK & CHINA - EAST MIDLANDS
TUESDAY, 14TH JULY 2009, The National Space Centre, Leicester, LE4 5NS

Please return this form to Fiona Huo at China-Britain Business Council, 1 Warwick Row, London, SW1E 5ER or by Fax: 0207 802 2029 (email: fiona.huo@cbbc.org Tel: 020 7802 2000)

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*Note: In the event of cancellation within seven days of the event, no money will be refunded.
Important: Please note that confirmation will be sent to you once your registration has been successfully secured.
This Booking Form does not constitute confirmation of the event.*

CBBC: Helping you do business with China