UK TRADE & INVESTMENT

UKTI supported by Cambridge Wireless present:

Enabling Innovation: Smart Cities, Smart Living

10.30-15.30, Friday 19 October 2012 BIS Conference Centre, 1 Victoria Street, London SW1H 0ET

This is a FREE EVENT, which ties-in with a three-year programme of activity on Smart Cities opportunities in Asia, starting with a trade mission to Singapore, Malaysia and The Philippines in December 2012. This one-day conference provides participating companies with context for that programme of activity and will help them to decide which specific events they ought to become involved with.

Explore the Smart Cities opportunities across Asia at this focused seminar on the growing demand for smart technology solutions. This seminar provides insights into the business opportunities and how companies can access them across two distinct regions of Asia, with analysis of the developments that exist in six key markets.

A unique event

- A unique event informing delegates of the smart technology solutions and business opportunities in two distinct regions of Asia
- UKTI Directors of Trade & Investment will be joined by industry specialists in interactive discussions on the business opportunities in each country, providing insight into smart technology solutions and practical advice on the steps needed to pursue the opportunities.

Smart Cities, Smart Living

Increased urbanisation around the world has created a broad range of both challenges and opportunities which require a reassessment of the way in which cities are planned, resourced and operated.

Technology as an enabler to Smart applications is providing the return on investment, the reduced Energy footprint and improved living standards that helps justify their adoption.

It is in this context that the concept of a "Smart City" has emerged as a route to better quality and more sustainable living. In Asia, there is a wide variation in the development of Smart Cities both within and between countries, each of which presents an array of different opportunities to UK business.

Smart applications span a number of sectors, including: buildings and the environment, education, energy, health, digital media, and transport – this event as part of the wider UKTI Smart Cities, Smart Living initiative will set out the challenges and opportunities open to UK companies in key Asian markets.

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Smart Cities, Smart Living

Morning Session – South East Asia

10:30 Registration and Refreshments

11:15 Welcome and Introduction

Lord Powell, Co-Chair of Asia Task Force

John Davies, Global ICT Strategy and Technology Adviser, UKTI

Business Speaker (tbc)

11.45 South East Asia

Singapore: Judith Slater, Deputy High Commissioner and Director of Trade & Investment

Malaysia: Tony Collingridge, Director of Trade & Investment

Philippines: Derek Page, Director of Trade & Investment

Roundtable discussion and Q&A with the Panel

Afternoon Session - China, India and Japan

13.05 Registration & Networking Lunch

14:05 Welcome and Introduction

Introduction to Cambridge Wireless International Special Interest Group (SIG) by Steve Crane of Business Link Japan

14:10 China, India and Japan

Japan: Sue Kinoshita, Director of Trade & Investment and Steve Crane, Cambridge Wireless SIG Champion/Business Link Japan

China: Brain Gallagher, Director of Trade & Investment and Alan Kell, Managing Director of Intelligent & Green Systems & Co-chair, UK-China Eco-cities & Green Building Group

India: Barry Lowen, Director of Trade & Investment and Was Rahman, Cambridge Wireless SIG Champion/Dolphin Advisory

Roundtable discussion and Q&A with the Panel

15:30 Event close

Delegates can choose to attend the whole event or a single session. Please select from the following options when registering:

Full event – All six presentations covering China, India, Japan, Malaysia, The Philippines and Singapore.

Morning Session South East Asia - Presentations on Singapore, Malaysia and The Philippines plus learn about a high-profile trade mission to the region in December.

Afternoon Session China, India & Japan - Join the afternoon session on China, India and Japan and find out how these markets have developments and projects ready for UK expertise.

Register at: http://www.businessinasia.co.uk/events/enabling-innovation-smart-cities-smart-living