

Cambridge Wireless International SIG

“Ehealth markets and trends in three countries: India, China and Japan”

25th May 2011

This event is hosted by: **PHILIPS**

sense and simplicity

This event is kindly supported by Discovering Start-ups 2011, a project funded by EEDA



Discovering
Start-Ups

The International SIG is championed by Ting Zhang of **China Business Solutions**, Was Rahman of **Dolphin Advisory** / **UKTI** and Steve Crane of **Business Link Japan**.

Venue – Philips Research Laboratories, 101 Cambridge Science Park, Milton Road, Cambridge, CB4 0FY

AGENDA

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- 14:00** Registration & Networking over Tea and Coffee
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- 14:30** Introduction to the Cambridge Wireless International SIG from **Ting Zhang** of **China Business Solutions**
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- 14:35** Welcome from Dr Hans Huijberts, **Head of Philips Research Laboratories, Cambridge**
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- 14:45** **Tim Ellis, Department of Health, ‘The role of Telehealth and Telecare in managing long term conditions’** Introduced by Was Rahman, Dolphin Advisory/UKTI
Tim will focus on how these technologies can help us change the way we deliver high quality care for the 15 million people with at least one long term condition in England and some of the practicalities of delivering these services at scale.
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- 15:05** Q&A
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- 15:10** **Chris Muir, Director of Sales, Sarantel, ‘Doing Business in Japan’** Introduced by Steve Crane, Business Link Japan
A presentation looking at the cultural, business and social factors that can influence UK companies entering and being successful in Japanese markets. How these are different from other major economies and what UK companies can do to help themselves see returns from the work they do.
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- 15:25** **Jeremy Hill, formerly First Secretary Trade and Investment, British Embassy Tokyo at Foreign and Commonwealth Office, ‘The Japanese Healthcare Market’** Introduced by Steve Crane, Business Link Japan
Drawing on his extensive experience Jeremy will examine the opportunities and some of the hurdles to be expected when companies enter the Japanese market.
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- 15:40** Q&A
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- 15:45** **Simon Sherrington, Founder, Innovation Observatory, ‘mHealth and telehealth opportunities in China’** Introduced by Ting Zhang, China Business Solutions
Simon will present some of the findings of a recent research project completed for China Mobile. He worked with experts at Cambridge University to assess the potential for mHealth in China and around the world. He will discuss potential demand for services in China, recent mHealth and telehealth initiatives in the country, potential business models, and what all this means for UK businesses.
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- 16:05** Q&A
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- 16:10** **Panel Session with all Speakers, Chaired by Ting Zhang of China Business Solutions**
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- 16:45** **Fill in Evaluation Forms**
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- 16:50** **Networking drinks reception**
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- 17:45** **Event Closes**
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Profile of Organisers

Cambridge Wireless

Cambridge Wireless is a leading industry forum and vibrant community with a rapidly expanding network of companies actively involved in the development and application of wireless technologies. In addition to high level networking dinners, educational events and business development activities, Cambridge Wireless runs an annual Future of Wireless International Conference along with the Discovering Start-Ups initiative to support emerging, innovative wireless companies. Over 15 Special Interest Groups focused on specific technologies and market sectors, also provide opportunities for members to meet, form partnerships to exploit new commercial opportunities, and share knowledge and information about the latest industry trends and hot topics. Cambridge Wireless has partnerships with other leading industry clusters and organisations around the world to extend its international reach and to keep members up to date with the latest global developments and business opportunities. For more information, please visit:

www.cambridgewireless.co.uk

Profile of Host / supporter

Philips

Philips are deployed across a wide spectrum of business activities that embrace the key platforms of Philips dedication to providing Healthcare, Wellbeing, Lifestyle and Innovation based products, systems and services. For further information please visit: www.philips.com

Discovering Start-Ups 2011

Discovering Start-Ups 2011 is an exciting new programme of activities to assist technology companies in the East of England. Cambridge Wireless is providing masterclasses, workshops and support from its industry leaders. At its heart is a competition with prizes for the best five pitching companies.

East of England Development Agency (EEDA)

EEDA has a clear mission – to improve the economy in the East of England. So whether it's helping business through the recession, or supporting people to be the best they can or breathing new life into places, everything we do comes back to our mission statement. EEDA works across the six counties of Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk.

Our investment decisions have a track record of delivering considerable returns. A recent independent report found that for every £1 EEDA spent, we generated a mid-point return of £4.75 for the region's economy. For more information, please visit: www.eeda.org.uk

Profile of SIG Champions

Ting Zhang, CEO, China Business Solutions

Ting Zhang has 17 years experience of international trade and investment in China. Previously as General Manager of a Chinese import and export company with an annual turnover of US\$30 million, she successfully built nation-wide distribution networks for foreign electronic products and sports equipment, and was involved in negotiating Sino-foreign joint ventures in southern China. She then worked with Standard Chartered Bank in London in the area of the trade finance products development, before founding China Business Solutions in 2001. Ting set out with a mission to help more UK and European companies achieve commercial success in China. Since then she has advised many clients from hi-tech start-ups to FTSE100 companies, as well as government agencies in England and Europe. Her area of expertise covers China strategy, market research, partner selection, due diligence, technology transfer, IPR protection, China recruitment and HR, and has personally coached many senior executives on Chinese culture/HR and business practices. Ting Zhang holds an MBA degree from the Judge Business School, Cambridge University, and a BA degree from Shanghai International Studies University. She is a native Chinese, fluent in many Chinese dialects and has lived in the UK for ten years. For more information please visit: www.ChinaBusinessSolutions.com

Was Rahman of Dolphin Advisory / UKTI

Bio to follow shortly. For more information please visit: www.dolphin-advisory.com / www.ukti.gov.uk

Steve Crane of Business Link Japan

The Japan sector of The International SIG is focussed on helping Cambridge Wireless members gain access, knowledge and contacts in the Japanese Market. It is also a route for Japanese companies to wishing to learn more about the innovations being developed with in Cambridge Wireless community. This sector is championed by Steve Crane of Business Link Japan.

Steve Crane took a one way flight to Japan in July 2000 with a 2 page business plan and a suitcase full of cash. By the end of his first year there Steve had set up Teamstudio Japan KK, opened an office in the British Industry Centre, hired a team of 12 local staff, and developed a customer base of 400 Japanese companies. Buoyed by this success, in 2004 Steve established Electronics Link Japan with the mission of helping other UK technology companies to build business in Japan. ELJ has gone on to work with over 40 UK companies helping secure multi million pound business in Japan. In 2009 Steve established Business Link Japan, developing a business model to help Japanese companies enter the UK market and to attract inward investment.

Steve has worked with 40+ UK companies, many of them Cambridge based, and has helped secure license and partner contracts of several million pounds in Japan. For more information please visit; www.businesslinkjapan.com

Profile of Speakers

Tim Ellis, Department of Health, Whole System Demonstrator Programme Manager (Innovation & Service Improvement Division)

As Programme Manager for the Whole System Demonstrators, Tim heads the largest randomised control trial of telehealth and telecare services in the world. This programme involves over 6000 people using leading edge technologies to help them remain independent and living at home. The results of the programme will help shape the way in which the 15.5 million people with long term conditions in England are served.

Tim works within the long term conditions team of the Innovation and Service Improvement Division at the Department of Health. His particular policy area embraces the potential role of assistive technology in future care models. The aim is to make use of the latest innovations to improve well being, reduce unnecessary use of services and to allow people to lead as fulfilling a life as possible.

Prior to his present post at the Department of Health, Tim spent seven years working for a leading management consultancy. His assignments included working in the health, utility, transport and banking sectors. Tim trained as an engineer and worked in the automotive and aerospace industries early in his career. For further information please visit; www.dh.gov.uk

Chris Muir, Director of Sales, Sarantel

20 years experience in the electronics industry, covering material management, procurement and for the last 16 years international sales working with a range of companies from major Blue Chip corporations to various SME's and distribution channels. I spent 5 years working for a major Japanese electronics component supplier and the last 2 years in my current position have regularly visited Japan as we look to develop and expand Sarantel's business in key markets there. For further information please visit; www.sarantel.com

Jeremy Hill, formerly First Secretary Trade and Investment, British Embassy Tokyo at Foreign and Commonwealth Office

Jeremy is a former British diplomat with 35 years international experience in the UK and overseas. His regional expertise is Asia, having worked & lived in Japan, Indonesia, and Korea. He has helped numerous British companies and individuals understand the barriers and wider cultural issues facing newcomers to Japan. Jeremy now runs his own coaching, training & consultancy business

Simon Sherrington, Founder, Innovation Observatory

Simon founded Innovation Observatory in 2005 to help clients understand complex technology markets, and to help them apply their insight to identify new opportunities, to develop new products and services, to reach out to potential customers, and to sell more to those customers they already have. He has over 16 years of experience in consulting, market research and analysis. Prior to setting up Innovation Observatory he established and was the head of custom research at Analysys Research (now part of Analysys Mason). He has advised and supported clients with nearly 100 bespoke projects, and has successfully completed assignments for blue-chip companies from the telecoms and IT service provision and manufacturing markets, government departments and regulators. He has worked for customers in the UK, the US and Canada, Continental Europe and various parts of the Asia-Pacific region. Simon is also an experienced presenter, event moderator and workshop facilitator. His work with China Mobile and Cambridge University involved a programme of detailed research, including interviews and workshops with academics and technology providers focused on the electronic and mHealth sector, analysis of projects and trials from around the world, and a fact finding visit to China, where he met with various companies developing telehealth systems, plus officials from regional government and from health organisations. For further information please visit; www.innovationobservatory.com