

A joint event between UKTI and Cambridge Wireless China SIG

“Accessing Global Value Chains in China and Japan: How to do business across different cultures”

21st April 2010

Championed by Ting Zhang of China Business Solutions and Kevin Maher of Huawei Technologies Co Ltd

Moller Centre, Churchill College, University of Cambridge, Storey’s Way, Cambridge, CB3 0DE

AGENDA

09:00	Registration & Refreshments, Tea and Coffee
09:30	Welcome and Event Overview, chaired by Wireless China SIG Champion Kevin Maher, Huawei Technologies Co Ltd
09:35	Welcome from UKTI by John Davies and Chet Babla, ICT Sector Specialists
09:45	<p>"Doing Business in China: Common Challenges and Best Practices" Paul Irwin Crookes, China Business Solutions</p> <p>China is undoubtedly open for business, but there are still a number of pitfalls to catch the unwary. Many high tech firms share similar concerns, but most of these worries can be resolved with the right information gained in advance.</p>
10:00	<p>Case Study from a company: “China and Japan – two very different propositions” Richard Fry, VP Business Development, Cognovo</p> <p>Despite being close neighbours in Asia, China and Japan are very different culturally and economically. Understanding these differences is important for doing business successfully in either or both countries.</p>
10:20	Q&A
10:25	<p>“Evolution or Revolution? observations on how to open doors and close business in Japan” Steve Crane, CEO, Electronics Link Japan</p> <p>How to get maximum revenue in the shortest possible time in Japan is a big challenge, but not an impossible task with the right approach and preparation.</p>
10.40	<p>Case Study from a company: “Localization is key to Global Success” Colin Newman, Global Sales Director, Antenova</p> <p>Antenova will cover the importance of localization and present a simple compare/contrast of doing business in China vs Japan based on their experience and will share examples of each.</p>
11:00	Q&A
11:05	Tea, Coffee and Networking
11.35	<p>Case Study from a company: “Licensing Technology in the Far East” Steve Davey, Business Development Director for Technology Licensing, BT</p> <p>A personal experience of licensing technologies in China and Japan over the last 10 years covering topics such as the role of hierarchy, the dynamics of a negotiation, and the importance of face and trust. The aim of the talk is to identify differences rather than provide a tutorial but will be of interest to those people who are already experienced in one culture and are looking to expand their markets.</p>
11:55	Q & A
12:00	<p>“Designing for a better future” Matt Round, Creative Director, Tangerine London</p> <p>Matt will share insights into the way that tangerine use design to unlock opportunities, help clients capitalise on them and create outstanding experiences for consumers. He will show examples including work for Chinese telecoms giant Huawei and British Airways.</p>
12:20	Q&A
12:25	Panel Session with All Speakers and Additional Panellist

12.55	Complete Evaluation Forms
13:00	Lunch & Networking with Experts and Speakers until 15:00
14.00	One to One Meetings (Pre-booked for those who wish to participate)
15:15	Event Closes

With the permission of the speakers, presentations will be loaded to the Cambridge Wireless website on the day following the event

Profile of Organisers

UK Trade & Investment (UKTI)

UK Trade & Investment can help you rise to the exciting opportunities and challenges that globalisation offers. We work with UK-based businesses to ensure their success in international markets. We also encourage the best overseas companies to look to the UK as their global partner of choice. For further information please visit:

www.uktradeinvest.gov.uk

Cambridge Wireless

Cambridge Wireless is a leading and vibrant wireless community with a rapidly expanding network of companies interested in the application of wireless technologies. In addition to VIP networking activities and business development support, we run a number of Special Interest Groups focussed on specific technology and/or market areas, providing opportunities for member organisations to meet, form partnerships and exploit opportunities for new business. Cambridge Wireless has a number of partnerships with like-minded organisations around the world, and we endeavour to keep members fully up to date with the latest developments, and assist in exploring new business opportunities with local and international companies. For more information, please visit:

www.cambridgewireless.co.uk

Profile of SIG Champions

Paul Irwin Crookes (standing in for Ting Zhang), China Business Solutions

China Business Solutions is a leading consulting and research firm specialising on China, with strong expertise in market entry, market research, business development, partners selection, offshore IT outsourcing, due diligence, regulations and government affairs, and Chinese business practices. The firm's client base includes global networked IT service company, mobile software operation system supplier, mobile design company, wireless access technology company and handset makers. For more information please visit:

www.ChinaBusinessSolutions.com

Kevin Maher, Solutions Director, EU CTO Office, Huawei Technologies

Kevin has 25 years experience in mobile telecoms with several leading industry vendors and mobile operators in Europe and North America. Kevin began his career as a radio network engineer and has progressed through a number of roles in network operations, RF planning, system optimization and consulting. His current role with Huawei is focused on understanding industry trends, regulatory issues and customer requirements to determine the future product and proposition strategy for Huawei in Europe. For more information please visit:

<http://www.huawei.com/>

Profiles of the Speakers

John K Davis, ICT Sector Specialist, UKTI

John is a senior business professional with significant experience in strategic marketing, general management, international sales and business development in both mature and entrepreneurial businesses.

As a Global Strategy and Technology Advisor to the international trade arm of Government, UK Trade and Investment (UKTI), John provides technology and business advice to the International Sectors Group as well as operating as a Global Value Chain specialist for UKTI. Working closely with UK SME's and MNC's, John has developed a wide network of contacts within the UK's technology sector that include, Information and Communications Technologies (ICT), Biotechnology, Nanotechnology, Optoelectronics, and the UK Science and Technology community. Significant experience has been gained in introducing UK technology companies to overseas markets working closely with Government agencies, trade associations and research networks both in the UK and overseas. For further information, please visit: www.uktradeinvest.gov.uk

Chet Babla, ICT Sector Specialist, UKTI

Chet has over 17 years experience in the semiconductor industry, spanning consumer electronics and communications applications. An RF chip designer by trade, Chet has been working in commercial roles for over 10 years in various start-up companies in the UK. Chet has gained extensive commercial experience doing business in China, Japan, Korea, Taiwan and USA. In 2009, Chet set up his own business, with a focus to helping UK technology SMEs internationalise their businesses, especially in the APAC region. Working with UKTI, Chet's focus is to understand Japanese corporate global value chains, and complement these with innovative technology from UK-based SMEs. For further information, please visit: www.uktradeinvest.gov.uk

Richard Fry, VP Business Development of Cognovo Ltd

Richard Fry is a founder director of Cognovo, now effectively a spin out from ARM, with a mission to commercialise Software Defined Modems, using a new Vector Signal Processor for the next generation of multi-mode cellular. Richard was also a founder director of TTPCom, an IP licensing business, sold to Motorola in 2006 which at its peak employed over 600 people with offices and customers in the major industrial centres of both China and Japan. For more information please visit www.cognovo.com

Steve Crane, CEO, Electronics Link Japan

Steve Crane of Electronics Link Japan has been involved in helping numerous technology companies develop business in Japan. He has seen many examples of how to get it right, and one or two examples of how to get it badly wrong; Steve will share some of these experiences with us.

Electronics Link Japan have worked with Apical, Light Blue Optics, Innovision, Sarantel, Nanotecture, Oxford Advanced Surfaces, Mirics, Aspex, OledT, TTPCom, Antenova, RFI, S3 and Radwatch to help them grow business in Japan, and Steve will share some of the learning from this experience. For further information, please visit: www.electroniclinkjapan.com

Colin Newman, Global Sales Director, Antenova

Colin is an experienced sales professional with over 25 years experience in the electronics and telecommunications industry. As Global Sales Director at Antenova, Colin has worldwide responsibility for the gigaNOVA Standard Antenna range as well as being responsible for selling and marketing Antenova's full range of antennas and RF solutions into the Japanese and Korean markets. Prior to joining Antenova, Colin was co-founder of distributor company Broadband Technology, where he spent 12 years managing and selling telecom franchises such as PMC-Sierra, Vitesse, Wintegra etc. into major OEMs like Nortel, Fujitsu, Ericsson and 3Com. Earlier in his career, Colin originally started as an Electronics Design Engineer working on Motorola based processors before moving in to a Technical sales position within the Memec Group (now part of Avnet). Colin holds a BSc in Electronics Engineering. For further information, please visit: www.antenova.com

Steve Davey, Business Development Director for Technology Licensing, BT

Dr Steven Davey works for BT plc, a leading global telecommunications company, as Business Development Director for Technology Licensing. Since 2001 he has had responsibility for seeking ways to commercialise Intellectual Property owned by BT, whether in the form of Patents, Copyright or Know How. In this role he identifies technologies that can be adopted by other companies for commercial advantage, initiates the engagement and personally negotiates commercial terms. He has been travelling to the Far East since the late 1990s and in his present role has closed numerous deals ranging in value from less than £100k to multiple millions of pounds.

Steve joined BT plc after gaining a PhD in Physics to work on BT's pioneering optical communications R&D programme in 1984, spending 10 years researching electro-optic quantum structures, non-linear optical devices and optical fibre amplifiers. After 10 years in R&D he obtained a Masters degree in Telecommunications Business and moved into operational roles in BT's UK Networks Division, initially developing and deploying new technologies such as the early ADSL system and ending up in charge of building and maintaining the fixed radio network in the UK. For further information, please visit: www.bt.com

Matt Round MA, Creative Director, Tangerine

Matt Round was born in the UK in 1968. His international career spans nearly two decades. Since his first domestic furniture project for Harvey Nichols, his work has spanned many areas of the design industry from consumer electronics to airline seating.

His original thinking created the design for the World's first flat bed in business class, delivering phenomenal success for British Airways. With a similar approach for Chinese giant Huawei, he led the tangerine team to create the best selling mid tier handset in China at the end of last year.

Matt is a creative force at Tangerine leading strategy, research and design for clients including British Airways, Huawei, Konka, Sharp, Panasonic, LG, Samsung, Amore Pacific, Cisco and Auping. His work has received many coveted design awards from around the globe; the most notable of which is the DBA Grand Prix for design effectiveness.

He believes passionately in design that makes life better for real people and that delivers success for his clients' businesses. For further information, please visit: www.tangerine.net