

Venue – PWC, Abacus House, Castle Park, Cambridge, CB3 0AN

AGENDA

13:30 Registration & Networking (*Please note: lunch will not be provided at this event*)

14:00 Introduction to the Cambridge Wireless International SIG from **Ting Zhang** of **China Business Solutions**

14:10 Welcome from the host: **Adrian Bennett**, Director, **PwC**

14:15 “Japan Market Overview”

Steve Crane, Managing Director of **Business Link Japan / International SIG Champion**

As Japan's energy sector undergoes rapid change, opportunities exist for overseas technology in solar, wind, geo-thermal and other energy sources, as well as manufacture and installation of smart devices, grids and management systems. This talk will give an update on the energy sector in Japan and we will also hear how foreign companies are succeeding in this sector in Japan.

14:40 Q&A

14.45 “India Market Overview – India: Opportunity, Competition or Distraction?”

Was Rahman, CEO of **Dolphin Advisory / International SIG Champion**

India is a massive, fast-growing market with a strong appetite for technology and money to invest. But it is also difficult to enter, with challenges ranging from business culture through regulations to pricing and is renowned for outsourced IT services. So, for UK technology firms, is India a “must-have” target market: the home of new global competition or not going to have any significant impact for a while? The answer varies by company. This session will help us understand how to decide and what to do as a result.

15:00 “India’s New Appetite for ‘Green Energy’: What does this mean for the UK?”

Joshua Cooper, CEO, **Hildebrand**

Renewable energy is a high profile topic for Indian government and business, with ambitious goals for its adoption. But in a country where backup generators are ubiquitous and some of the population isn't yet on a grid, what is it realistic to expect and what might this mean for UK firms in this space? Josh Cooper represented the UK renewable sector on the Prime Minister's business delegation to India this year and will share his insights on green energy and India and implications for UK firms seeking related international opportunities.

15:15 Q&A

15:20 Refreshment Break

15:50 “China Market Overview – East meets West”

Ting Zhang, CEO of **China Business Solutions / International SIG Champion**

The growth of the Chinese economy is well known and well documented and clearly China has a lot to offer to UK PLCs, especially in the areas of technology. However, if you are keen to harness the global powerhouse that China represents, then you must be prepared to throw out everything you know about doing business in the West and be prepared for a very different kind of business relationship. This session will take a look at the essential cultural and social elements for successfully engaging the Chinese market.

16:05 “Amantys Power Drives in China – Bridging the Divide”**Richard Ord, Marketing Director, Amantys**

How do you find and build the right relationships and judge which are the wrong ones? And in a country where so little infrastructure exists, how do you market your products? Power electronics is traditionally conservative in adopting innovation, but somewhere there's a company preparing to do in the power industry what Huawei has done in communications.

We have to know who that may be, and build a defensible partnership with them before others realise the potential opportunity.

16:20 Q&A

16:25 Open forum with all speakers and SIG champions, chaired by Steve Crane of Business Link Japan

17:00 Event Closes - Fill in Evaluation Forms

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

Profile of Organiser

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

PwC

PwC is founded on a culture of partnership with a strong commercial focus. This is reflected in our vision: "One firm - a powerhouse of a commercial enterprise that does the right thing for our clients, our people and our communities." Our goal is to build the iconic professional services firm, always front of mind, because we aim to be the best. We set the standard and we drive the agenda for our profession.

PwCs' Cambridge office has been serving clients in the region for more than 25 years and we are proud of our local links with the wider community. In Cambridge, we have over 200 staff dedicated to providing clients with exceptional levels of service and advice in assurance, tax and advisory services. Our teams are based in the region for the region - and we believe that they offer a better service as a result. For more information visit: www.pwc.co.uk

Profiles of SIG Champions

Ting Zhang, CEO, China Business Solutions

Ting Zhang has 17 years of 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, Dolphin Advisory / UKTI

Was Rahman is CEO of Dolphin Advisory, a Bangalore- and London-based consulting firm that helps organisations of all size deal with the challenges of growth. He is an advisor to UK Trade & Investment (UKTI) on the Global ICT industry, and is a committee member of the UK India Business Council's Technology Forum. His current focus is on building relationships between the UK and Indian IT industries, and the role of Government and Trade Associations in enabling this. This work is helping to generate global trade and investment opportunities for both industries, particularly SMEs. An experienced entrepreneur, senior executive and author with over two decades' experience in the global IT industry, he works with corporates, SMEs and government. For more information please visit: www.dolphin-advisory.com

Steve Crane, 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 Team studio 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

Profiles of Speakers

Joshua Cooper, Hildebrand

Josh directed **DEHEMS** (a £4MM FP7 R&D project), Shoreditch Digital Bridge and was CTO of Spinvox (raised over \$200MM in investment and awarded the prestigious GSM Association Mobile Innovation Award). Josh founded two technology companies that reached the Times Tech Track 100 including Boltblue that created the global ringtone market and boasted 15 million subscribers.

Josh holds a BSc in Biomedical Engineering from Rensselaer.

Richard Ord, Marketing Director, Amantys Ltd

Richard has extensive business experience at every stage of development of the chip and electronics industry, beginning at Texas Instruments and then at VLSI Technology, leading the development of the first GSM SoC chipset and promoting the ARM when it was still the Acorn RISC Machine. In the last decade or so, Richard has worked in many start-ups and early stage companies, either as a consultant at The Silicon Eye or as a senior executive, including several years at CSR during the immediate post-IPO years. Richard holds a bachelors degree in engineering from Pembroke College, Cambridge. For more information, please visit www.amantys.com

Delegate List

Name	Organisation	Company Profile
Adrian Bennett	PwC	Host
Alberto Bonamico	RealVNC	
Colin Brereton	PwC	
Alessandra Caggiano	e-Luminate Festivals CIC	e-Luminate Festivals organises events that celebrate light, creativity & innovation in Cambridge.
Jeremy Carey	42 Technology	
Rick Chandler	A O S	Wireless Security and Privacy Consultancy
Josh Cooper	Hildebrand	Speaker
Steve Crane	Business Link Japan	SIG Champion
Emily Davies	Business Link Japan	

Tim Davison	Baker Botts	Baker Botts is a global law firm, recognised in the energy, technology and life sciences sectors
Felipe Antonio de Sa e Silva	University of Hull	Mechanical Engineering student at the University of Hull
Sarah Dipple	PwC	
John Dow	PwC	
Steve Evans	Amantys	
Simon Fletcher	NEC Telecom MODUS Ltd	
Parm Flora	Altium Associates	
Stephen Hart	PwC	
Elizabeth Hill	China Business Solutions	China specialist firm facilitating Uk-China two way investment and commercial links
Chris Hole	TTP	
Nathan Ingram	PwC	
Malkit Jhitta	RoodMicrotec	Design, test, qualification and supply chain management services
Steve Kaye	Anglian Water Services Ltd	
Sunny Lee	iSS	Founded in 2001, iSoftStone is a leading China-based IT services provider serving both Greater China
Ian Llewellyn	Dept Energy & Climate Change (DECC)	Government Department Responsible for Setting UK Energy Policy
Allan MacLean	Amdeo Ltd	User Driven Innovation
Kevin McIntyre	Ogma	
Richard Ord	Amantys	Speaker
Kelvin Andre Pacheco	University of Hull	Chemical Engineering Student of the University of Hull engaged in the energy field and renewable.
Hendrik Pavel	UKTI East	Enterprise Europe is a free service comprising the world's largest tech transfer network
Leo Poll	Akendi UK Ltd	Akendi is a customer research, user experience design & product strategy firm
Was Rahman	Dolphin Advisory	SIG Champion
Oliver Reutter	Technology Consultant	Freelance consultant advising companies on strategy and technology
Mike Reynolds	Invisibly Connected	Wireless technology consultancy specialising in low power license exempt and mesh technologies.
Tim Reynolds	Anglia Ruskin	University
Anna Richards	PwC	
Toby Richt	iC Strategic	Consultants in renewable energy and waste management
Manmohan Sharma	School of Electronic Engineering & Computer Science Queen Mary, (University of London)	Queen Mary, University of London is a premier british research institute based in London.
Paul Sharma	CSR	
Zlatka Stoeva	DZP Technologies Ltd	technology development - printed and plastic electronics
Paulo Sergio Uliana Junior	University of Hull	Chemical Engineering Student of the University of Hull engaged in the energy field and renewable.
Nigel Wall	Shadow Creek	
Di Wei	Nokia Research Center	
Ting Zhang	China Business Solutions	SIG Champion