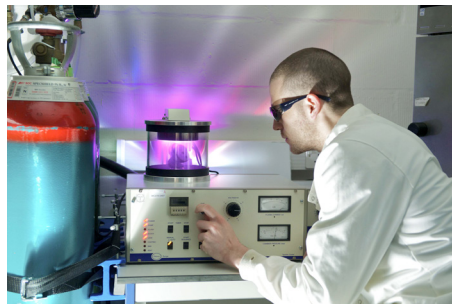


# Lancaster China Catalyst Programme – Cycle 2 Launch Event

*Driving UK Business Growth through International Innovation*

Monday 27th October 2014

05:30 pm - 08:00 pm



Although an important market for UK products and services, China is still regarded as difficult or inaccessible to many SMEs. Recognising both the challenge and the opportunity for UK businesses to expand their growth, the £5.1m Lancaster China Catalyst Programme, led by Lancaster University and supported by Lancashire County Council and Higher Education Funding Council for England, will create opportunities for UK-Chinese partnerships and provide significant support for UK firms to develop international collaborative R&D and commercialisation projects leading to the development of new technology-based products and services.

The first Cycle of the Programme is currently running with 15 UK companies on board. The second Cycle will take place in 2015 and we expect to co-fund and support a further 45 partnerships. The programme is aimed at technology-oriented companies willing to invest time and resources in a two-year research and innovation project with a Chinese partner. The programme will also provide multidisciplinary team of students from MSc International Innovation to work on projects for 6 months in the UK and up to 9 months in China.

By attending this event, you will:

- Join us to launch Cycle 2 of the Programme by celebrating successful Cycle 1 companies' stories
- Learn more about China's innovation and market potential for international collaborations
- Gain an overview and the latest update on the Lancaster China Catalyst Programme
- Network with businesses and key stakeholders from government and business links

Venue:

Lancaster University Management School  
LUMS Lecture Theatre 1  
Bailrigg  
LA1 4YX  
United Kingdom

For more information contact:

Email: [china-catalyst@lancaster.ac.uk](mailto:china-catalyst@lancaster.ac.uk)  
Tel: 01524 593020

*To attend this fully funded event, please register  
via Eventbrite:*

<http://china-catalyst.eventbrite.co.uk>

# Lancaster China Catalyst Programme – Cycle 2 Launch Event

## *Event Programme*

- 17:30 Registration and coffee
- 17:45 Welcome  
Nick Burd, Lancaster China Catalyst Programme Director
- 17:50 Opening speech to launch Cycle 2  
Steve Bradley, Pro-Vice Chancellor for International Development
- 18:00 Keynote speech: Trends in UK Business with China  
Clive Drinkwater, Regional Director, UK Trade & Investment North West
- 18:30 Overview and update of Lancaster China Catalyst Programme  
Nick Burd, Lancaster China Catalyst Programme Director
- 18:50 Case study 1: De-risk your market entry to China  
Ben Herbert, Director of Research and Environment, Stopford Energy and Environment Ltd.
- 19:00 Case study 2: Access university research expertise to grow your business  
Kam Kothia, Managing Director, E-business
- 19:10 Panel discussions and Q&A
- 19:30 Drinks reception and networking
- 20:00 End