

Invest in UK University R&D Midlands Campaign

**Singapore Week of Innovation
and Technology (SWITCH) 2024**

28-30 October 2024

UK & Midlands Global Pavilion Programme



Contact invest@midlandsinnovation.org.uk for more detail



Mission Overview

*Singapore Week of Innovation and Technology (SWITCH)
Stand L18, Sands Ballroom, level 1, Sands Expo and Convention Centre
Marina Bay Sands, 10 Bayfront Avenue, Singapore 018956
Monday 28 – Wednesday 30 October 2024*

A Vice-Chancellor led delegation from 6 of the Midlands leading universities will be visiting Singapore as part of the [Invest in UK University R&D – Midlands](#) mission to Singapore's Week of Innovation and Technology, Singapore's premiere science, innovation and technology event attended by 22,000 industry leaders, national governments and investors from all over the world.

The Mission is supported by the UK Government's Department for Science, Innovation and Technology (DSIT), the Department for Business and Trade, the British High Commission in Singapore, UK Research and Innovation, and Innovate UK.

In Partnership with Innovate UK, Midlands Universities will host the UK & Midlands Global Pavilion (**L18**) at SWITCH, a 54m² space for talks, showcases and private meetings. Please see the programme below to see how you can connect with university and industry leaders from the UK to develop new innovation collaborations and market access.

The main SWITCH exhibition, and UK Pavilion, is **free** to attend with a 'trade pass', which you can register for in advance [here](#).

Free coffee and British treats will be available at the stand throughout the programme

UK Pavilion Programme

Programme **Monday 28th October**

11:00 – 11:30

Enterprise Singapore & Ambassadors Visit



Private Reception for delegation, British High Commission and Enterprise Singapore.

11:30 – 13:00

University of Warwick, UK @ SWITCH

Session from: University of Warwick



Professor Kerry Kirwan
Deputy Pro-Vice-Chancellor for Research (Knowledge Exchange and Partnerships) & Professor, Sustainable Materials and Manufacturing, Warwick Manufacturing Group



Professor John Hanna
Materials Solid State NMR Group

Join us at the University of Warwick's takeover at the Midlands Innovation Stand during Singapore SWITCH! Explore cutting-edge research and exciting business opportunities with world-renowned Professors Kerry Kirwan and John Hanna. Discover how the University of Warwick is leading the way in innovation and sustainability and learn how you can engage with and benefit from our groundbreaking research and business incubation and innovation expertise. Don't miss this opportunity to connect with the University of Warwick and unlock potential collaboration opportunities!

13:00 – 13:45

Keele University Science & Innovation Park Global innovation grown in the Midlands

Session from: Keele University



Professor Trevor McMillan OBE
Vice-Chancellor, Keele University

Keele University Science and Innovation Park is home to a growing community of innovation-led companies from around the world drawn to the talent, expertise and sustainable setting this University is able to offer. The Park's established clusters in Life Sciences and Clean Energy reflect the University's distinctive research strengths as part of the wider Midlands Innovation ecosystem.

Professor Trevor McMillan, Vice Chancellor of Keele University, shares insights on its success, including the power of University, business and public sector collaboration in driving economic success. The Park is about to embark on further expansion, and this presentation provides an early glimpse of the next phase in its development.

13:45 – 14:00

University of Birmingham: Showcase Films



13:45 – 13:50 Research Overview

13:50 – 13:55 Life Changing Technologies

13:55 – 14:00 Thriving Planet

14:00 – 15:00

Decarbonising our economies and the transition to a sustainable future

Session from: University of Nottingham



Professor Jane Norman
Interim Vice-Chancellor of the University of Nottingham

Science and research are rarely constrained by borders, and the highest quality of research is achieved when the best scientists in the world collaborate with each other in pursuit of a common purpose. The University of Nottingham outstanding research, innovation and translation capabilities are key to realising the vision of a transition to a sustainable future. This cross-sector work will tackle the climate crisis at the scale and pace it demands and create a catalyst for economic growth.

15:30 – 16:15

Unlocking UK Market Opportunities: Why Tech Companies Thrive in the West Midlands

Session from: West Midlands Growth Company



Chris Lau
International Markets Lead, West Midlands Growth Company



Adrian Liew
Founder, OPPi

The West Midlands is the place to be right now for tech and digital, officially the fastest-growing tech economy in the UK with the region set to add £2.7 billion to the economy by 2025 and create an extra 52,000 tech roles.

During this presentation, you will hear about the Global Growth Programme, a fully funded soft landing package that enables international companies to establish a presence in the UK and access the opportunities in the West Midlands. OPPi, a Singaporean tech company who have joined the programme will be sharing their experience.

16:15 – 18:00

Selection of R&D Showcase Films

Session from: Invest in UK University R&D, Midlands Campaign

UK Pavilion Programme

Programme

Tuesday 29th October

09:30 – 10:00

VE3

Unlocking the Future of Knowledge: Revolutionizing Organizational Insight

Session from: VE3

Manish Garg, *Director at VE3*
Mayur Vira, *Head of AI Products at VE3*

Join us as we dive into the transformative potential of PromptX, the AI-powered platform designed to revolutionize how organizations access and utilize knowledge. In this session, we'll explore how PromptX delivers intelligent insights and enhances decision-making by leveraging your organization's unique data. Learn how PromptX is setting the new standard for organisational knowledge with AI-driven innovation and security at its core.

10:00 – 11:00

 Loughborough
University

Creating a Hydrogen Super-Power in the East Midlands (UK)

Session from: Loughborough University



Dr Kathryn North
Associate Pro Vice-Chancellor (Climate Change and Net Zero)

Loughborough University presents an exciting opportunity in the Midlands – the home of UK manufacturing – to accelerate progress towards a hydrogen economy. This will deliver clean growth and secure innovation and skills for the future. Join us to discover our plans for expanding our Science and Enterprise Park (LUSEP), and the wealth of opportunities that partnering with a leading UK University can unlock.

11:00 – 12:30

 National Biofilms
Innovation Centre

Advancing Biofilm Innovation: The Leadership Behind the UK Strategy at the National Biofilms Innovation Centre

Session from: National Biofilm Innovation Centre



Professor Jo Slater-Jefferies
*CEO, National Biofilms
Innovation Centre*



Professor Rasmita Raval
*NBIC Co-Director,
University of Liverpool*



Professor Jeremy Webb
*NBIC Co-Director, University of
Southampton*



Professor Cait MacPhee
*NBIC Co-Director, University of
Edinburgh*



Professor Miguel Camara
*NBIC Co-Director, University of
Liverpool*

Meet the Executive Management Team of the National Biofilms Innovation Centre, driving the UK's strategy in cutting-edge biofilm research, innovation, and specialised training to address real-world biofilm challenges.

13:00 – 13:15

University of Birmingham: Showcase Films



13:00 – 13:05

Research Overview

13:05 – 13:10

Life Changing Technologies

13:10 – 13:15

Thriving Planet

14:00 – 15:30

Start Up Showcase

Session from: Better Earth Ventures/Innovate UK



Vaness Giorgia Barzasi,
Bio Bright



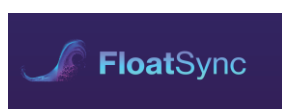
Dr Liz Ziging Li,
Mimicrete



Paul Willacy,
Compact Syngas Solutions



Paul Vincent Wiper,
Molymem



Katharina Ritter,
FloatSync



Alex Yousefian,
Persium



Steve Goldenberg,
Sterling Bio Machines



Tapiwa Gavaza,
Water Offsets



Dr Alireza Abbassi
Monjezi,
Waterwhelm

15:35 – 18:00

Selection of R&D Showcase films

Session from: Invest in UK University R&D, Midlands Campaign

UK Pavilion Programme

Programme

Wednesday 30th October

09:00 – 10:00



Creating a Hydrogen Super-Power in the East Midlands (UK)

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Dr Kathryn North
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10:00 – 10:15



University of Birmingham: Showcase Films

10:00 – 10:05	Research Overview
10:05 – 10:10	Life Changing Technologies
10:10 – 10:15	Thriving Planet

10:30 – 11:30



Hydrogen for Sustainable Aviation

Session from: Cranfield University



Professor Graham Braithwaite
Director of Aerospace and Aviation, Cranfield University

Cranfield University has a long-standing focus on aviation and the environment. In 2023, it was awarded its fourth Research Partnership Investment Fund (RPIF) grant – this time as part of a £69M project to create the UK's first major technology hub for sustainable hydrogen aviation fuel. This complements investment in the University's unique "Global Research Airport" which includes the Aerospace Integration Research Centre (AIRC) and Digital Aviation Research and Technology Centre (DARTEC) with partners including Airbus, Rolls-Royce, Thales, Saab, Boeing and Heathrow Airport. The talk will showcase some the facilities, research work and industrial partnerships highlight opportunities for investment and collaboration.

11:30 – 13:00

NUS Enterprise & UK Partners Reception



Informal stand reception for National University of Singapore Enterprise colleagues and Midlands Universities.

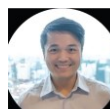
13:00 – 14:00

Hyperspectral Imaging & Computer Vision

Session from: Living Optics



Steve
Co-founder and CTO of Living Optics



Bruno
APAC GM of Living Optics

Living Optics is a pioneering company specializing in advanced optical imaging technologies, particularly hyperspectral imaging solutions. We leverages cutting-edge optical technologies to provide innovative solutions for a wide range of industries, including national security, agriculture, industrial inspection, environmental monitoring, healthcare, and manufacturing quality.

14:00 – 17:00

Selection of R&D Showcase Films

Session from: Invest in UK University R&D, Midlands Campaign

2.0 Wider SWITCH Activity

Monday 28 October		
Activity	Time	Delegates
Effective AI Innovation Ecosystems: A partnership between industries, universities and governments Keynote	10:40 – 11:00 AIMX Conference	Professor Nick Jennings
Universities, innovation and spin-outs – are we helping or hindering growth? Panel with Prof Chen Tsuhan, Deputy President Innovation & Enterprise, NUS	16:00 – 16:35 Global Stage	Prof Julia Sutcliffe Prof Jane Norman Prof Trevor McMillan
HealthXchange Reception Invite Only	17:00 – 19:30	Prof Jane Norman Prof Jo Slater-Jefferies Joshua Hawkins
SWITCH Exhibitors' Reception Invite Only	18:00 – 20:00 L3, Cassia Main Sands Expo & Convention Centre	Prof Julia Sutcliffe Prof Jane Norman Prof Nick Jennings Prof Trevor McMillan OBE Prof Kerry Kirwan Prof Robin Mason Prof Graham Braithwaite Dr Helen Turner Prof Jo Slater-Jefferies Prof Miguel Cámara Dr Kathryn North Heather Davenport Alex Favier

		Chandu Chaudhary Joshua Hawkins
Wednesday 30 October		
Activity	Time	Delegate Speakers
How the UK is building a flourishing AI habitat Panel	10am-11am AIMX Conference	Prof Julia Sutcliffe Prof Nick Jennings Martin Taylor, Co-founder and Deputy CEO of Content Guru

3.0 Off-Site Activity

Tuesday 29 October	
Activity	Time
Private Partner & Investor Receptions at the British High Commissioner's private residence, Eden Hall Invite Only: The University Mission will be co-hosting two receptions for business leaders and senior partners at the British High Commissioner's personal residence on Tuesday 29th October.	12:00 – 14:00 18:30 – 20:00 Eden Hall
Nanyang Technical University Visit University delegation to visit NTU leadership.	13:30 – 15:00 Yunnan Garden Campus
Wednesday 30 October	
Activity	Activity
A*STAR Visit University delegation to visit A*STAR leadership.	15:30 – 16:30

Delegation Details

Delegation Biographies for SWITCH



Professor Julia Sutcliffe

Chief Scientific Advisor, Department for Business and Trade

Professor Julia Sutcliffe was appointed Chief Scientific Adviser (CSA) at the Department for Business and Trade in February 2023.

Julia provides science and engineering advice and independent challenge to the department's ministers and senior officials, champions an evidence-based approach to decision-making, and builds internal scientific capability. She works with the network of departmental Chief Scientific Advisers and the Government Office for Science to resolve cross-cutting issues and maximise cross-government insights. She is also Head of the Government Science and Engineering Profession at the Department for Business and Trade.

She previously worked at BAE Systems, holding a range of different positions both in the UK and Australia, including most recently Chief Technologist for the Air Sector. Julia holds an Honorary Professorship at the University of Manchester in computer science, is a Chartered Engineer, and a Fellow of the Royal Academy of Engineering and the Royal Aeronautical Society.

She has represented UK science and technology through a range of advisory council roles. They include as the UK's industry representative on NATO Science and Technology Board and Programme Advisory Committee member for the UK Atomic Energy Authority. She is an advocate for science, technology, engineering, and mathematics (STEM) and diversity and inclusion within STEM professions.



Professor Nick Jennings

Vice-Chancellor and President of Loughborough University

Previously, Professor Jennings was the Vice-Provost for Research and Enterprise at Imperial College London, the UK Government's first Chief Scientific Advisor for National Security, and Regius Professor of Computer Science at the University of Southampton.

Nick is an internationally-recognised authority in the areas of AI, autonomous systems, cyber-security and agent-based computing. He is a member of the UK government's AI Council, the governing body of the Engineering and Physical Sciences Research Council and chair of the Royal Academy of Engineering's Policy Committee.

Nick's personal research focuses on developing AI systems for large-scale, open and dynamic environments. In particular, he is interested in how to endow individual autonomous agents with the ability to act and interact in flexible ways and with effectively engineering systems that contain both humans and software agents.



Professor Trevor McMillan OBE

Vice-Chancellor, Keele University

Professor Trevor McMillan became Vice-Chancellor of Keele University in 2015. He was previously Pro Vice-Chancellor for Research at Lancaster University, where he led several major academic developments.

He has a national role as Knowledge Exchange Champion for Research England. Trevor published a report on technology transfer from universities in 2016, the recommendations of which were supported by government, in part through inclusion in the UK's Industrial Strategy. This led to the development of the KEF and the Knowledge Exchange Concordat with Universities UK, GuildHE and Research England.

In 2020, Professor McMillan was named as part of the NCUB R&D Roadmap Taskforce. He has previously served as Chair of the Midlands Innovation Board and currently represents the partnership as Vice-Chair of the Midlands Engine Executive Board. Midlands Engine is the pan-regional growth body.



Professor Jane Norman

Provost and Deputy Vice-Chancellor, University of Nottingham

Professor Jane Norman is the Provost and Deputy Vice-Chancellor of the University of Nottingham, taking up the role on 1 December 2022.

Professor Norman is a Fellow of the Academy of Medical Sciences, the Royal Society of Edinburgh, the Royal College of Physicians of Edinburgh and the Royal College of Obstetrics and Gynaecology. She has served as a Non-Executive Director of University Hospitals Bristol and Weston since 2021. Professor Norman graduated in Medicine from the University of Edinburgh in 1986. She was awarded an MD by the University of Edinburgh in 1992 and trained in clinical and academic medicine in Edinburgh and Glasgow.



Professor Robin Mason

Pro-Vice-Chancellor (International)

Robin moved to Birmingham after seven years at the University of Exeter. His first degree is in Natural Sciences; after a stint working in finance, he returned to Cambridge to do his PhD in Economics. He was a Prize Research Fellow at Nuffield College, Oxford. His academic research concentrates on how firms respond strategically to uncertainty; and, more broadly, the incentives faced by economic agents in situations when they have imperfect information about their environment. (Formally, his area is game theory with incomplete information and learning.) While this research is theoretical in nature, it is motivated by the applied problems encountered while advising regulators and companies.

Robin is a fellow of the Centre for Economic Policy Research, and a Member of both the Competition and Markets Authority (formerly the Competition Commission) and the Financial Conduct Authority. He has acted as advisor to a number of regulators, in both the UK and internationally; to the Prime Minister of Mauritius on competition policy; and to a number of private-sector companies worldwide. He sits on the Accreditation Board of EQUIS, one of the two major international accreditation bodies for business schools.



Professor Kerry Kirwan

Deputy Pro-Vice-Chancellor for Research
(Knowledge Exchange and Partnerships)

Professor, Sustainable Materials and
Manufacturing, WMG)

Kerry Kirwan is a Deputy Pro-Vice Chancellor (Research) for the University of Warwick, a Trustee of The Alan Turing Institute and a Professor at WMG. He is the Director of the £11m EPSRC Centre for Doctoral Training in Sustainable Materials and Manufacturing

(EngD), Strategic Director of the £10m Industrial Doctorate Centre and Head of the Sustainable Materials and Manufacturing Research Group within WMG. Prof Kirwan also leads the University of Warwick's Global Research Priority in Innovative Manufacturing and Future Materials. Previously he was a member of the EPSRC's Manufacturing the Future Strategic Advisory Team.

Prof Kirwan is a specialist in circular economy, sustainable materials, polymer processing and industrial applications, having graduated from Warwick's Engineering Doctorate (EngD) programme in 2003. He has extensive experience of developing environmentally friendly materials for application within numerous industries and secured in excess of £35m of research funding from both public and private bodies. Most recently, he has been awarded the £1m EPSRC funded Circular Economy Network+ in Transport Systems (CENTS+) and previous notable award include a £3.1m EPSRC grant for 'Cleaning Land for Wealth', a £1.3m WIMRC grant entitled 'Wealth out of Waste' and a prestigious £1m EPSRC Challenging Engineering grant for his Sustainable Materials - A Global Challenge programme.

Prof Kirwan has regularly engaged in public science activities through his position within WMG, being previously recognised for 'EcoOne' - the environmentally friendly racing car and his biodegradable 'Sunflower Phone' that allowed mobile phone users to grow plants from their discarded mobile phone cases through the encapsulation of a small seed in a visible window and subsequently prompting them to dispose of the electronics in a responsible manner. Most recently he was Principle Investigator on the WorldF3rst Formula 3 racing concept, which demonstrated that 'green is sexy' by delivering a fully functional F3 racing car built almost entirely from waste and recycled materials and fuelled by biodiesel derived from waste food products such as chocolate, beef fat and residues from the cheese industry. This car was named in Time Magazine's Top 50 Global Inventions of 2009 and was showcased at various industry and academic events such as Goodwood Festival of Speed, the British and European Grand Prix's and MIT's Global Energy Conference. It has appeared on many UK television programmes, countless international TV channels, radio and printed publications. Prof Kirwan was awarded the Isambard Kingdom Brunel Award by the British Science Association in 2009 and the IOM3 Thornton Gold Medal in 2011 as a result of this project.



Dr Kathryn North

Associate Pro Vice-Chancellor for Climate Change and Net Zero

Loughborough University

Kathryn is Director of C-DICE and Associate Pro Vice-Chancellor for Climate Change and Net Zero at Loughborough University. She has held the positions of Head of Researcher Development at Loughborough, Head of Skills for the Energy Research Accelerator (ERA) and she leads the skills programme for HyDEX, a £5m programme to develop a hydrogen economy in the midlands. Kathryn's background is in Biology; she gained her PhD at Lancaster University in 2004 and was a Postdoctoral Researcher at the John Innes Centre in Norwich, prior to joining Loughborough in 2007 as researcher development manager. Through C-DICE, Kathryn is driving a step-change in postdoctoral development, providing opportunities for researchers to develop their careers, for research and innovation to achieve net-zero, and for industry.



Professor Eef Hogervorst

Professor of Psychology – Sport, Exercise and Health Sciences, Loughborough University

Professor Eef Hogervorst is a neuropsychologist and epidemiologist whose research addresses dementia diagnostics, development of lifestyle related preventative treatments, and how design can help people to remain independent following diagnosis. She is particularly interested in the role that (early) menopause and hormones play in the incidence of dementia – and whether it is compounded by socioeconomic inequality. Her work is published in more than 200 international peer reviewed papers, and she has co-edited several books about dementia. Over the years, she has secured over £10 million in research funding to support collaborations with a range of partners.



Professor Graham Braithwaite

Director of Transport Systems and Professor of Safety and Accident Investigation

Academic & Business Support, Cranfield University

Graham holds a BSc (Hons) in Transport Management and Planning and a PhD in Aviation Safety Management from Loughborough University. From 1997 to 2003, he taught Aviation Safety and Human Factors at the University of New South Wales in Australia and was involved in a range of research projects covering ATC, cabin safety, rescue and firefighting and engineering human factors.

Graham joined Cranfield University in 2003 as the Director of the Safety and Accident Investigation Centre where he launched new multimodal accident investigation courses in 2004 and the world's first MSc for aircraft accident investigators in 2005. He was promoted to Professor and Head of the Department of Air Transport in 2006, Head of the Transport and Safety Engineering Division in 2013 and Director of the Transport Systems Theme in 2015.

In 2011, Graham led the University's successful bid for a Queen's Anniversary Prize. This is the highest honour that can be given to a UK academic institution and was awarded for Cranfield's "world-leading work in aviation safety through research and teaching in air accident investigation." In 2012, he was given the honour 'Distinguished Alumni' of Loughborough University and in 2013 he was able to collect the Flight Safety Foundation's Richard Teller Crane Founders Award on behalf of Cranfield University for its sustained corporate leadership in aviation safety.

In 2019, Graham led the University's successful bid for its sixth Queen's Anniversary Prize - for the University's flying classrooms and laboratories.



Professor Jo Slater-Jefferies

CEO, National Biofilms Innovation Centre

Jo joined NBIC in April 2018 and became the CEO in October 2022. Jo has been a Director and Trustee of the Asthma, Allergy and Inflammation Research (AAIR) charity since 2011. She started her scientific career as a Senior Scientist and Quality Manager at Sciona Ltd., a spin-out company combining lifestyle data and genetic analysis. Between 2011 and 2018 she held the position of General Manager for EpiGen, a global research consortium. Jo holds a BSc Honours in molecular biology and an industrial sponsored PhD from the University of Portsmouth. In 2014, Jo received an MBA, and in 2017 became a Chartered Manager at the Chartered Management Institute. In 2022, Jo was recognised for her contribution to Enterprise and Knowledge Exchange by the University of Southampton and appointed as Professorial Fellow (Enterprise).



Professor Jeremy Webb

NBIC Co-Director Southampton

Jeremy Webb is a Professor of Microbiology at the University of Southampton. His work focuses on the adaptive biology, antimicrobial resistance, evolution, and molecular genetics of biofilms and polymicrobial communities. His work includes investigation of the regulation and control of biofilm dispersal, which are now being exploited for therapeutic applications in cystic fibrosis, including the first human clinical trial for a biofilm-targeted therapeutic. Current research also seeks to identify genes that undergo adaptive evolution during bacterial biofilm development.



Professor Miguel Cámara

NBIC Co-Director Nottingham

Miguel Cámara is a Professor of Molecular Microbiology in the School of Life Sciences at the University of Nottingham. He sits on the Cystic Fibrosis Trust Research Grants Review Committee and the Cystic Fibrosis Syndicate Steering Committee. He has also coordinated several international antimicrobial drug discovery programs. The core of his work has focused on the discovery of novel antimicrobial targets, studying quorum sensing (QS)-mediated signalling mechanisms and their control of virulence and biofilm formation and the identification of new biomarkers of infection. In collaboration with other researchers and industrial partners he is working on new drug delivery systems which can increase the penetration of compounds into biofilms and their uptake by bacteria.



Professor Rasmita Raval

NBIC Co-Director Liverpool

Rasmita Raval is a Professor in the Department of Chemistry, the Director of the Surface Science Research Centre and the Open Innovation Hub for Antimicrobial Surfaces at the University of Liverpool. Her research includes rational design of functional surfaces and bio-interfaces. There is strong emphasis on multi and inter-disciplinarity and her research group's expertise spans surface science, smart materials design, nanoscience, advanced analytical tools, metrology, imaging (from single atoms to cells), allied with microbiological and 'omic approaches. This experimental effort is combined with modelling to yield detailed insights into molecular and biological responses and behaviour at surfaces and to establish structure-property relationships.



Professor Cait MacPhee

NBIC Co-Director Edinburgh

Cait MacPhee is a Professor of Biological Physics at the University of Edinburgh. Her expertise is in the use of experimental and computational methods to understand mechanisms of self-assembly of peptides and proteins, and to interrogate microbial biofilm structure and function. She is able to advise on protein aggregation to form gels and particulate aggregates, the self-assembly of polypeptides and proteins at interfaces, analytical methods to assess the degree of polypeptide aggregation in formulations, methods to prevent or promote polypeptide aggregation, and methods to modulate the physical properties of formulations. She has prior experience of working with food-related products and pharmaceutical formulations.



Christina Harcus

Director of Philanthropy: Asia

Christina joined the University of Nottingham in April 2023 as the inaugural Director of Philanthropy: Asia Pacific, based in Hong Kong, with responsibility for driving strategic philanthropic partnerships and alumni engagement across the region.

Prior to this she worked for the University of Nottingham Ningbo China, where she led on the creation of their first fundraising and alumni engagement office. Previously Christina was Director of Development and Alumni Relations at the University of Liverpool for 8 years, following earlier roles in the Scottish Parliament and in the voluntary sector, with the NSPCC, Enable Scotland and LGBT Youth Scotland.



Alex Favier

Campaign Director, Invest in UK University R&D – Midlands Campaign

Alex Favier is Director of the Invest in UK University R&D – Midlands Campaign, leading a trail-blazing initiative formed by a coalition of seventeen universities, regional government and co-funded by DSIT, DLUHC and UKRI. The Programme leverages universities' global connections to attract inward investment into UK R&D and support economic growth. Alex is also a Senior Advisor on Global, Investment and Clusters for the Midlands Engine and is the Founding Director of Favier Ltd, a company established to support universities and other organisation with UK and global political affairs, innovation strategy and partnership. He has most recently been the Director of Global Reputation and Relations at the University of Nottingham, where he founded and Co-Chaired the UK University Overseas Campus Network.



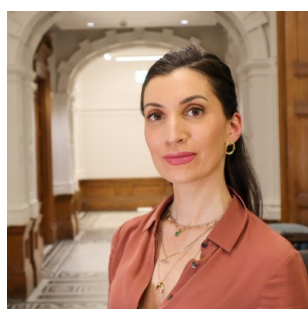
Dr Helen Turner

Director, Midlands Innovation

Helen is a materials scientist. Most of her career has been spent developing and managing collaborations within a university setting both between universities and between universities and industry. Helen moved to the Midlands in 2008 to manage the Midlands Energy Consortium, whilst there, Helen played a critical role in the successful proposal and the development of the £60m Energy Research Accelerator (ERA). ERA is the UK's green energy research partnership which secured £120m in co-investment and created 23 new research assets.

In 2015 Helen took up the role of Director of Midlands Innovation; a partnership of the eight Midlands research-intensive universities, which represents over 70% of the university-based Research & Development in the region.

Helen is the Co-Vice Chair of the Midlands Engine Partnership Board. The Midlands Engine is the pan-regional growth partnership.



Heather Davenport

Investment Partner, Office for Investment

Heather is currently an Investment Partner at the UK's Office for Investment, a joint unit between Downing Street and the Department for Business and Trade.

Previously, Heather served as the Joint Head of the Global Trade & Investment Hub at the then Department for International Trade (DIT), (Nov 2019 - Nov 2021). Heather also occupied various other posts in DIT including Business Manager for the Chief Operating Officer and Private Secretary to the Permanent Secretary.

Prior to her civil service experience, Heather worked as a Consultant at Deloitte.



Chris Lau

International Markets Lead, West Midlands Growth Company

West Midlands Growth Company is the regional investment promotion and economic development agency for the city region of Birmingham in the UK.

Chris Lau is the International Markets Lead for the West Midlands Growth Company (WMGC), responsible for managing the international profile and supporting foreign investment into the region. Chris is supported by a network of In Market Reps across 12 markets, which include Australia, Canada, Germany, India, Southeast Asia and the US. Chris's team is the first point of contact for international investors that are interested in investing in the West Midlands.

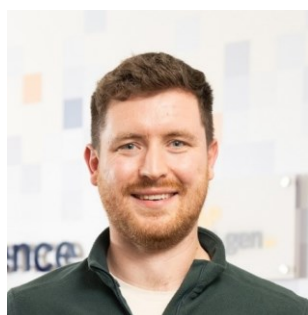
Formerly Head of Inward Investment for Gloucestershire, Chris has previously held a range of trade and investment positions, including managing strategic investor relations at the British Consulate Hong Kong, as well as relationship managing some of the world's largest capital investors on behalf of the Northern Powerhouse region, successfully securing over £1 billion of investment.



Lu Bai

Deputy Director (Global Relations), Global Engagement,
Loughborough University

Dedicated professional with extensive experience in international education and strategic global relations. Currently serving as the Deputy Director (Global Relations) within the Global Engagement at Loughborough University. My expertise lies in fostering international partnerships, facilitating research collaborations, and implementing initiatives to enhance the global reputation of Loughborough University.



Joshua Hawkins

Head of Global & Investment at the Midlands Engine

Joshua Hawkins is Head of Global & Investment at the Midlands Engine. He has a decade of public sector experience, working first in the Research Councils before moving to the University of Nottingham where he worked in various international roles. These included establishing major international strategic partnerships, designing and delivering a new 'Global Engagement Hub', and coordinating regional strategies. Josh leads the Engine's internationalisation efforts with a particular focus on supporting partners with inward investment initiatives and insight.



Dr Raffaello Da Campo

International Research Development Manager University
of Birmingham

A physical chemist by background, Raffaello has worked as a researcher in diverse fields, from laser spectroscopy applied to molecular dynamics, to crude oil characterisation and, later, to the development of novel organic photovoltaic devices.

After his academic research years, he worked for various spin-off companies as a scientist and as a director, while also providing scientific consultancies and advice on IP commercialisation as a freelance.

In his current position as an International Research Development Manager, Raffaello works with senior figures within the University of Birmingham to develop collaborations with industry and other research-intensive institutions both at national and international level.



Prof John Hanna

Associate Professor, University of Warwick

Associate Professor John Hanna (Department of Physics, Warwick) has been leader of the Materials Solid State NMR Group in the Centre for Magnetic Resonance located in Millburn House since 2008. Prior to this appointment he spent ~21 years in Australian Government Industrial Research Institutions (CSIRO and ANSTO) undertaking and leading many different materials-based projects aligned with the coal, oil, alumina and nuclear industries. He obtained his BSc at the University of Western Australia (Perth, WA) and undertook postgraduate studies at Griffith University (Brisbane, Queensland). He possesses >35 years' experience in the field of materials research, development and characterisation utilising techniques such as solid state NMR spectroscopy, X-ray/neutron diffraction, vibrational spectroscopies and computational materials modelling to understand the structure-function relationship(s) in advanced materials systems. This methodology seeks to elucidate (and optimise) the degrees of structural order and disorder within state-of-the-art hybrid perovskites and other materials for optoelectronics applications, fuel cell and battery materials, catalytic substrates, glass technology, cements and geopolymer cements, polymers and biomaterial systems to derive optimal performance in industrial and commercial scenarios. He conducts an extensive suite of long-term collaborations with UK industrial partners including Infineum, Johnson Matthey, Unilever, and numerous SMEs. He possesses ~300 publications (h index 50) in international scientific journals, is and he has been a long-term member of the EMSL User Executive Council/Advisory Board at PNNL in Richland, WA, USA. Prof. Hanna is a Visiting Professor at NTU in Singapore, and together with Prof. Tim White (NTU), conceived and formulated the operational structure for the Warwick/NTU Joint PhD Programme. Initially, this Programme links the Department of Physics (Warwick) and the School of Materials Science & Engineering (NTU) under a Joint PhD Programme for Materials Physics; however, the overarching agreement is flexible to thus enable similar relationships and programmes between other Departments/Schools to be added to facilitate a wider inter-institutional strategic alliance for the future.



Chandu Chaudhary

Senior Private Secretary to the Chief Scientific Advisor,
Department for Business and Trade

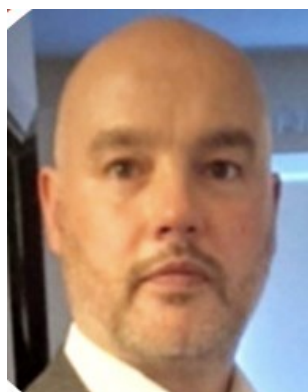
Chandu is the Senior Private Secretary to the Chief Scientific Advisor to the Department for Business and Trade. She has held several roles within Science and Technology over the years, including Head of Emerging Technology Projects at the Government Office for Science, and Head of International Science and Technology Policy at the Ministry of Defence. Chandu will be joining the Foreign, Commonwealth and Development Office in January as the new Regional Director for the Science and Innovation Network and will be based in Singapore.



Rav Kalsi

Principal Executive Officer to the President and Vice-Chancellor, the University of Nottingham

Principal Executive Officer to the President and Vice-Chancellor at the University of Nottingham. Rav operates as chief strategic advisor the President and coordinates regional, national and international engagement for the university. Prior to joining the university in September 2023, Rav spent 15 years working in government, primarily as a political and strategic advisor and partnerships lead.



Derek Sear

Engagement and Partnerships Manager
WMHTIA West Midlands Health Tech Innovation
Accelerator, University of Birmingham

CMgr FCMI, MCIWM Business Specialist; assisting organisations with transition, innovation, commercial & business development.

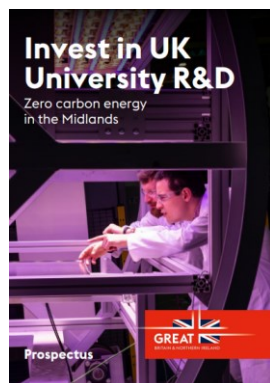
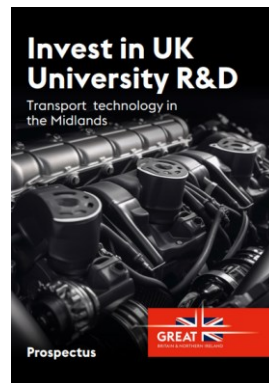
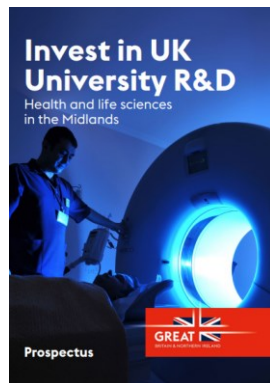
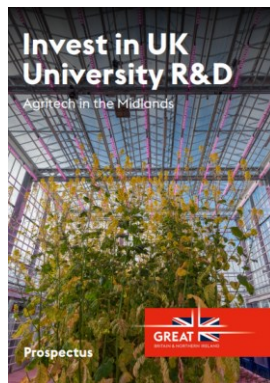
Derek has accumulated over 30 years of experience in commercial environments, with a strong commitment to sustainability, circular economics and since 2019 into MedTech. His wide work remits stretch from start-up's to blue chip organisations realising business potential and transforming ideas into tangible realities.

Derek operates as the Business Engagement & Partnerships Manager for the West Midlands Health Tech Innovation Accelerator (WMHTIA), fostering collaboration and support across the MedTech sector for over 220 businesses and 21 consortia partners.

Useful Information & Links

4.0 Engagement with the Campaign

The below images link through to each of the campaign prospectuses:



Visit the Invest in UK University R&D Page:

[University Research & Development | Midlands Investment Portfolio](#)

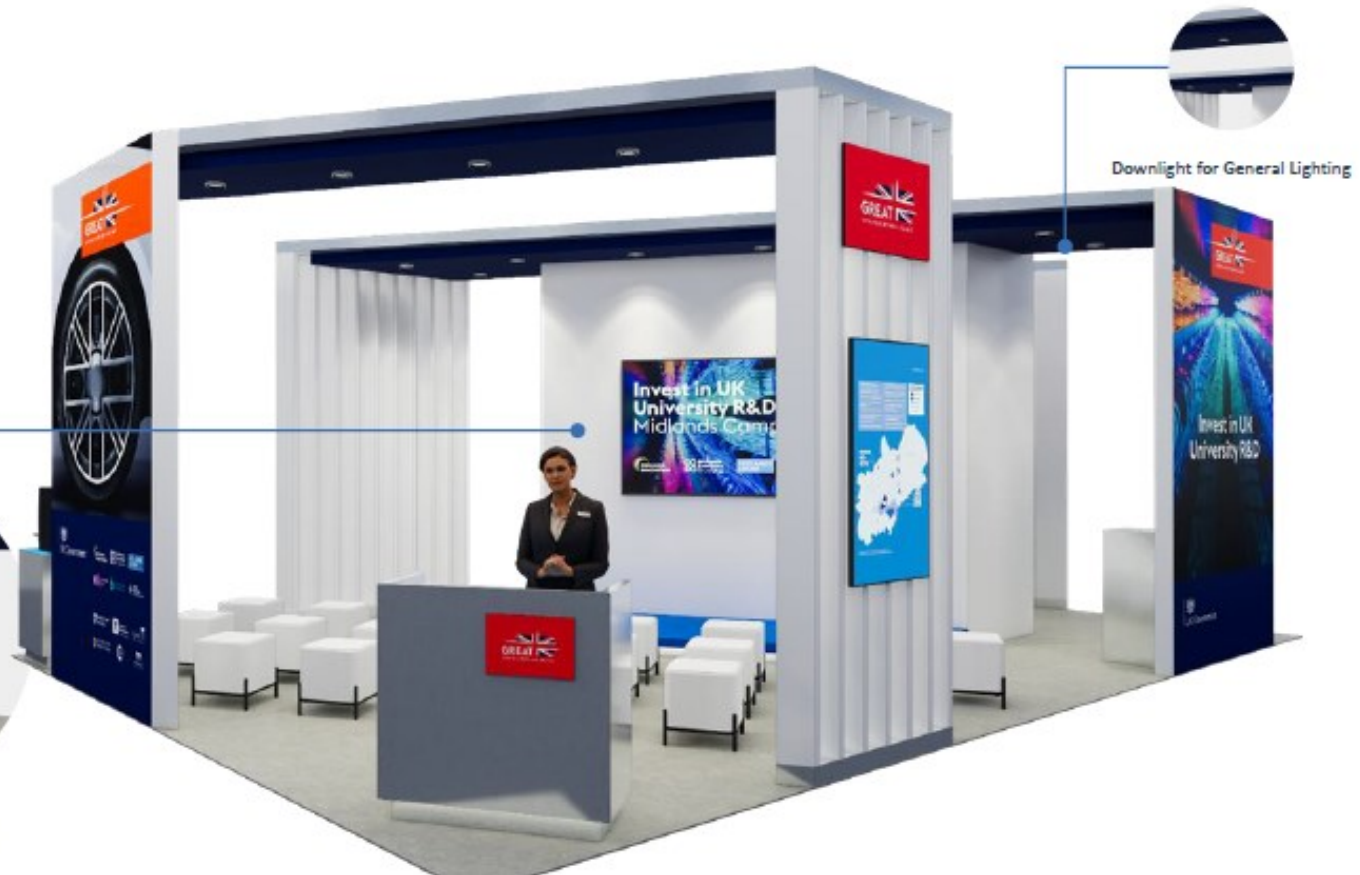
4.1 Midlands Campaign Stand

Front View:

Perspective



Presentation Area for 20 pax
85" LED TV



Downlight for General Lighting

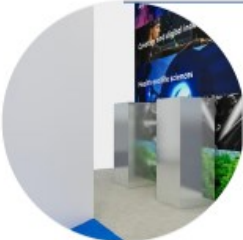
Side Views:

Perspective



Semi Enclosed Meeting Area

Semi Enclosed Panels



Showcase Area

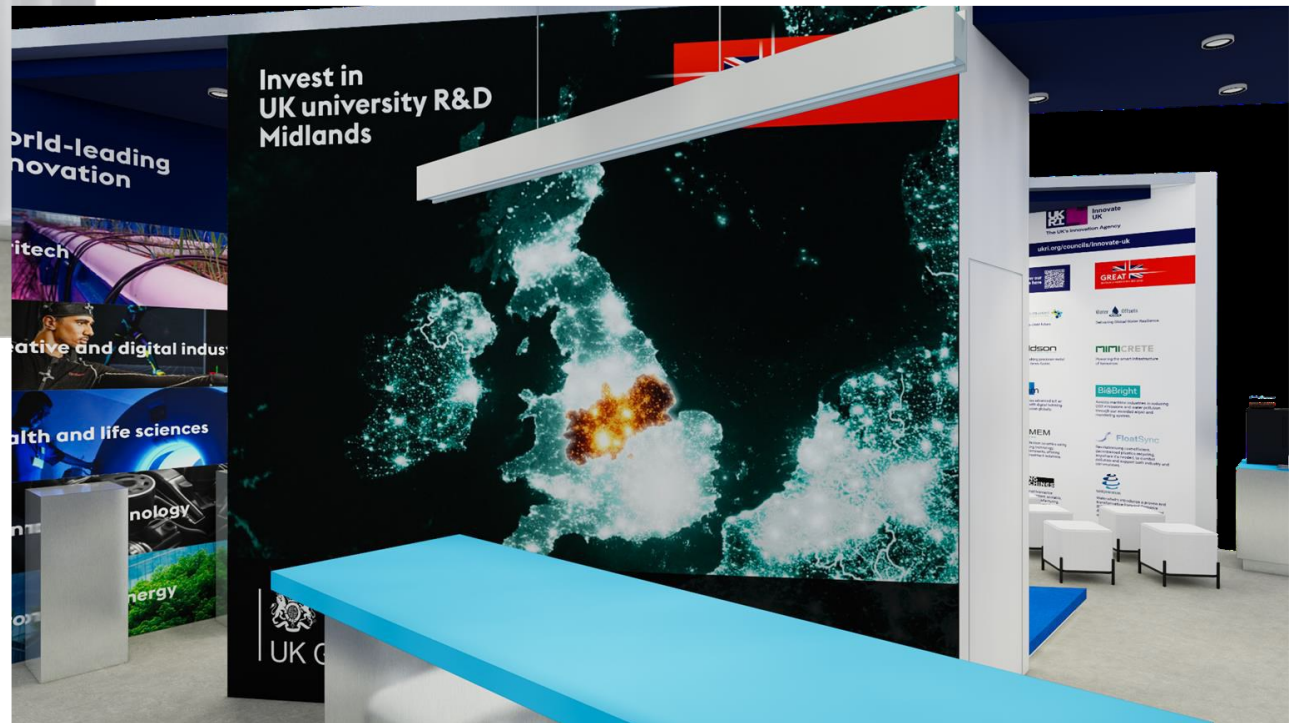
MIDLANDS ENGINE | SWITCH 2024



Brochure Holder Within Lockable Counter

Self Service Refreshment Counter

Unique Areas:



5.0 About SWITCH

- Singapore's preeminent week of Science, Innovation and Technology – used as a milestone for all major government agencies, funders, universities and tech companies to come together and as the culmination of major programmes like the Slingshot Prize
- Hosted at Marina Bay Sands
- Partners of the event include international countries (and their research agencies), global blue-chips and investment companies. All Singaporean research funders, agencies and universities have a presence.

SWITCH is growing!

SWITCH 2023 was attended by over 15,000 delegates, a **66% increase** from 2022.

There was a **50% increase** in international delegates, and 1 in 5 delegates are international guests.

We are anticipating over 20,000 attendees at our 2024 edition!

 | 



The main SWITCH exhibition, and UK & Midlands Global Pavilion, is free to attend with a 'trade pass', which you can register in advance for [here](#).