



## Programme

- 08:30 – 09:30** Exhibition and breakfast networking  
Conference Chair – Dr Richard Hutchins, Deputy Chief Executive, Advantage West Midlands
- 09:30 – 09:35** Welcome – Mick Laverty, Chief Executive, Advantage West Midlands
- 09:35 – 09:40** Introduction – Paul Hebblethwaite, Chair of Regional Cluster Chairs Group
- 09:40 – 10:10** Making the most of the big market and technology opportunities –  
Will Hutton, Executive Vice-Chair, The Work Foundation
- 10:10 – 11:30** Market Opportunities

### Low Carbon

Leader - Professor Julia King, Vice Chancellor, Aston University, author of the King Report on Low Carbon vehicles for the UK Government

- **Smart Grids**  
Matt Freeman, Senior Project Manager, Central Networks
- **Supporting Low Carbon Households**  
Neil Schofield, Head of Sustainable Development, Bosch Thermotechnology (Worcester)

### Advanced Manufacturing

Leader - Jon Beasley, Group Technology Officer, GKN

- **Key Technologies for Future Success**  
Jon Beasley, Group Technology Officer, GKN
- **Technological Innovation to Win New Aerospace Markets**  
Simon Burr, CEO, Aero Engine Controls
- **Building Wind Power Supply Chains**  
John Hill, Renewables Manager, Convertteam

### Digital Content

Leader - Jonnie Turpie, Digital Media Director, Maverick Television

- **Making the most of Digital Britain**  
Neil Crockett, UK Managing Director (Public Sector), Cisco
- **At the Digital Interface – Making Life Playable**  
Toby Barnes, Managing Director, Mudlark

### Medical Technologies

Leader - Dr David Gleaves, Chief Executive, MidTECH

- **Creating new Markets through Local Leadership**  
James Champion, Executive Account Manager - Regional Accounts, GE Healthcare
- **Creating Global Markets – an SME perspective**  
Prof. Jon Heylings, Chairman, Dermal Technology Laboratory Ltd

- 11:30 – 12:00** Tea and coffee/exhibition/networking
- 12:00 – 12:30** The importance of building a clear position in new markets –  
Steve Parker, Group Strategy Director, Unipart Group of Companies
- 12:30 – 13:30** Regional industry leaders question panel: questions to leaders from each market session  
on key messages for businesses wanting to maximise their effectiveness in addressing  
the big market opportunities
- 13:35 – 13:45** Summary and close
- 13:45 – Close** Buffet lunch and exhibition

