## UK PAVILION - ITINERARY

**STAND B61 - HALL 1**

### Monday 6th November

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>19:00 - 21:00</td>
<td>Welcome Drinks (Location: 11 Nudos)</td>
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### Tuesday 7th November

<table>
<thead>
<tr>
<th>Time</th>
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| 11:00 - 11:45 | Raising Aspirations Through Digital Connectivity  
  - Speakers: Liz St Louis, Director of Smart Cities, Sunderland City Council & Dawn Dunn, Digital and Tech Sector Lead, Invest Newcastle |
| 12:00 - 12:15 | SMART Wales & LEO – Innovating with Low Earth Satellite to Enable Rural Mobile & IoT Coverage  
  - Speaker: Peter Williams, Technical Relationship Manager, Welsh Government, Transport and Digital Connectivity |
| 12:45 - 13:30 | Inclusive Communities through Data: UK Entrepreneurs Empowering Change – in Agora Central Plaza  
  - Speakers: Josh Liu (Mosa), Shiv Aggarwal (MyEarthID), Tanuvi Ethunandan (Data Duopoly), Alejandro Quinto (YemeTech), Karen Burns (Fyma), Sam Chapman (The Floow). |
| 14:00 - 14:45 | Connected Places Catapult Panel  
  - Moderator: Sam Markey, Ecosystem Director, Place Leadership. Speakers TBC. |
| 15:30 - 16:15 | London Office of Technology and Innovation (LOTI) Networking Session |
# UK PAVILION - ITINERARY

**STAND B61 - HALL 1**

## Wednesday 8th November

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>11:00 - 11:45</td>
<td>UK Networking Breakfast - Meet all the Cities, Organisations, and Companies in the UK Delegation</td>
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<tr>
<td>12:00 - 12:45</td>
<td>The Role of Innovation Districts in the Digital Future of Cities and Regions</td>
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<td>• Connected Places Catapult, hosted by Catherine Hadfeld</td>
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<tr>
<td>13:00 - 13:15</td>
<td>Smart Towns Wales - How modern digital infrastructure can provide insights for the high street to make better decisions.</td>
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<td>• Speaker: Kiki Rees-Stavros, Smart Towns Programme Menter Môn</td>
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<tr>
<td>14:00 - 14:45</td>
<td>Unlocking the Value of Data Through Collaboration</td>
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<td>• Manchester City Council</td>
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<td>15:00 - 15:15</td>
<td>Why Wales? – Wales as a Leading Location for the development and delivery of emerging and Smart Technologies – Combining Tech Ecosystems in Compound Semiconductors, Cyber, Fintech and more</td>
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<td>• Speaker: Laura Norris, Head of Trade and Investment – Europe, Welsh Government.</td>
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## Thursday 9th November

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:00 - 11:30</td>
<td>From Cell to Cities: Building Cities of Longevity</td>
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<tr>
<td></td>
<td>• Speaker: Professor Nic Palmarini, Director, UK National Innovation Centre for Ageing</td>
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The Department of Business and Trade is focused on economic growth. We support businesses to invest, grow and export, creating jobs and opportunities across the country.

Our objectives are to:

1. Redraw our rules to ensure businesses thrive, markets are competitive and consumers are protected.
2. Secure investment from UK and international businesses.
3. Advise, support, and promote British businesses to grow and export.
4. Open up new markets for businesses by removing barriers and striking trade deals.
5. Promote free trade, economic security and resilient supply chains.

DBT Spain provides foreign direct investment (FDI) services to Spanish companies interested in expanding to the UK and practical support to those companies already based there. We also provide market strategy advice and support to UK companies looking to export to Spain.

Some facts about trade between Spain and the UK:

- £19.0 billion total UK exports to Spain for the four quarters to the end of Q1 2023
- Spain was the UK’s 8th largest trading partner in the four quarters to the end of Q1 2023, accounting for 3.4% of total UK trade.

Contact: Sarah Roles-Ndibe - sarah.roles-ndibe@fcdo.gov.uk
DBT Spain
Connected Places Catapult is the UK’s innovation accelerator for cities, transport, and places. Our purpose is connecting people, places and businesses to a future of sustainable growth and prosperity.

We connect businesses and public sector leaders to cutting-edge research to spark innovation and grow new markets. We run technology demonstrators and SME accelerators to scale new solutions that drive growth, spread prosperity, and eliminate carbon.

The Catapult works in partnerships across the UK and globally to provide access to R&D assets, deliver impact and stimulate demand for UK innovations creating opportunities for companies to expand globally.

We operate at the intersection between public and private sectors, between local and central government, between the now and the next. Physical, digital and social connections are all fundamental to bridging the economic, societal, and environmental divides that we face as a country and planet. The work we do now will ensure a future of long-term, sustainable growth for businesses and the people they serve.

Contact: Casandra Bordeianu - casandra.bordeianu@cp.catapult.org.uk
Catapult
HULL CITY
Oh Yes! Net Zero is a collaborative movement of organisations and individuals who are committed to taking action to achieve Net Zero in Hull and the Humber region, which is crucial if the UK is to meet its Net Zero target.

The movement was established in 2022 by founding members Reckitt, Hull City Council, Future Humber and the University of Hull, and has since attracted more than 170 member organisations who together employ more than 47,000 people.

The primary goal of the Oh Yes! Net Zero initiative, is to accelerate Hull’s progress towards achieving Net Zero emissions. However, its mission also extends far beyond that, aiming to position the city as a global leader on urban decarbonisation. This is especially important given Hull’s status as an estuary city, and the fact that 60% percent of the world’s population live near rivers or the coast.

The initiative seeks to bring about change through a coordinated local effort – helping local businesses from all sectors and of all sizes to reduce their carbon emissions, as well as creating greater awareness among schools, public bodies and the wider community about the importance of carbon reduction to the region’s future.

Contact: Louise Smith - l.smith6@hull.ac.uk
OH Yes! Net Zero
Principal partners: Reckitt Benckiser Group and the University of Hull
To a large degree, London isn’t one city but 33. The 32 boroughs and City of London each have differing levels of interest and maturity in smart city initiatives. Alongside the boroughs, there are also organisations working on different smart city initiatives in London. Therefore, this year at SCEWC, the London Office of Technology and Innovation (LOTI) will be hosting a stand within the UK pavilion to collectively share London’s smart city journey.

As part of the stand, a variety of London boroughs and organisations will be represented, to share their respective work in smart cities.

The London boroughs represented will include Camden, Westminster, Kingston & Sutton, Newham, Lambeth, Haringey, Hammersmith & Fulham and Greenwich. The London organisations that are represented will include London & Partners, SHIFT (London’s testbed) and Thames Freeport.

At LOTI, we do have a firm interest in making sure that London’s various initiatives collectively benefit Londoners, that we can scale good practice, and that we make the right decisions now to ensure London makes the most of the opportunities smart cities present.

**Contact:** Polly Kwok - polly.kwok@loti.london

LOTI
Through past projects such as CityVerve and Triangulum, Manchester is still recognised across the world as a leading digital city. It goes without saying that ten years on from the birth of said projects - digital and technology continue to be hugely important to the city of Manchester. For the opportunities it creates for its residents and its economy, the ways in which it supports placemaking and for the ways in which it can help them to improve and deliver better services.

In Manchester, over the last three years there has been a lot of thought into the role of technology in the city, to help to tackle some complex societal challenges, as well as the role of the local authority taking a lead in coordinating more citywide effort to scale best practice and deliver impact – avoiding digital for digital sake.

Rather than having a separate smart city strategy, Manchester has integrated the smart city concept within their ‘Doing Digital Together’ strategy. The vision underpins what needs to do be done to make sure Manchester has digitally skilled residents, future-proofed infrastructure, a thriving digital economy and a digitally enabled transition and a sustainable and resilient city. The strategy also aligns with the city council's Data Principles (which have been created to continue to support the council in becoming a data-led organisation) and its internal ICT & Digital Strategy (which focuses on what the role of the council is within the delivery of the cities digital future).

Manchester is joining the Expo to showcase their approach and good practice taking place within the wider Region. They are keen to grow new working relationships and attract - investors, new research and innovators across topics including – shared digital infrastructure, digital placemaking through data visualisation, digital sustainability and tech for good.

Contact: Sherelle Fairweather - sherelle.fairweather@manchester.gov.uk
Doing Digital Together
Recognised globally for the central role it played in powering the first Industrial Revolution, Newcastle has long been a hotbed of technological innovation. From the days of George Stephenson, William Armstrong, and Joseph Swan to present-day pioneers who are proud to call the city home, Newcastle has always cultivated an environment that nurtures ground-breaking advancements.

Today, Newcastle is the UK’s premier test-bed location, a ‘living lab’ for rapid innovation, demonstration and commercialisation of products and services to create a more sustainable, resilient, and inclusive economy. The city offers access to £30bn of investable opportunities across the region and is covered by a £4.2bn devolution deal, including a £1.4bn (£48m per annum) investment fund.

Newcastle is also a smart city driving the global data-driven revolution and holds the distinction of being the first city worldwide where the local authority, hospital trust, and universities jointly declared a climate emergency and committed to achieving net zero emissions by 2030.

Boasting a highly educated and interconnected population, Newcastle has 60,000 students enrolled at its two city centre universities and benefits from convenient transportation links by road, rail, and air that connect seamlessly to all areas in the UK.

Investing in Newcastle means investing in a ‘Goldilocks City’ offering a commercial ecosystem that strikes the perfect balance – small enough to make a big impact in the market, but also large enough to generate a big return on investment.

Beyond investment, Newcastle is building an inclusive urban economy that prioritises better futures for local residents and communities.

Contact: Richard Dawson - Richard.Dawson@ngi.org.uk
Invest Newcastle
A unique 20-year partnership is driving Sunderland’s digital reformation. Ever-expanding innovative digital solutions and superfast wireless networks are significantly enhancing the lives of residents, whilst increasing the competitiveness and growing businesses on a city-wide scale.

A ‘network of networks’ is facilitating digital transformation delivering social and economic good across Sunderland:

- Superfast, free public Wi-Fi – 170 access points provide coverage across several sq kms, now being expanded to 24 Community and Digital Hubs tackling digital inclusion head on in order to:
  - give residents safe spaces to access the internet for free
  - transform experiences for visitors
  - support provision for businesses
  - boost the local economy
- LoRaWAN connectivity, 153 sq km coverage – facilitating transmission of data across the networked sensor landscape to measure/improve city performance, support assistive living, inform traffic management, measure air quality, identify most vulnerable people affected by cost-of-living
- Private 5G small cell network – enabling organisations to adopt cutting-edge 5G connectivity to boost productivity/improve services. Such as a new eye infirmary (1 of 3 in UK) driving advances in healthcare and University of Sunderland’s new 5G campuses are enhancing research and teaching

Working with Microsoft and TA Education, the council has launched ‘Creating Culture House in Minecraft’. Culture House Sunderland will be the National Centre for Creative Smart Cities. Recognising the importance of digital skills, the project includes a competition with local schools.

Digital inclusion is huge, illustrated by free PC access, digital literacy courses, a recycle and reuse scheme and successful social tariff campaign, directly targeting 29,000 low-income homes.

Accelerating progress in advanced manufacturing, Sunderland-based 5G Connected Automated Logistics pilot developed the UK’s first zero emissions automated logistics vehicle, and a consortium is now developing the North East’s first autonomous passenger shuttle – Sunderland Advanced Mobility Shuttle.

Contact: Louise Marrin - louise.marrin@sunderland.gov.uk
City of Smart Sunderland
Wales is globally recognised as a leading location for the development and delivery of emerging and smart technologies. Did you know Welshman William Grove developed the first fuel cell in the 1840s? Or that Guglielmo Marconi sent his first wireless telegraph message to Australia from Caernarfon in Wales in 2018. Radio technologies are key to IoT.

Today our dynamic and innovative technology sector underpins the future of digital connectivity, communications and infrastructure advances. Wales is home to the production of Airbus A380 wings, the world’s first compound semiconductor cluster, a leading photonics cluster and one of the UK’s fastest growing fintech regions and largest cyber clusters. Our universities have put robotic explorers on Mars and Wales was the first nation to legislate with tomorrow’s generation in mind through our Future Generations Act.

We are implementing a Smart Towns programme and have undertaken pilot projects across the country generating invaluable insights into the power of smart applications. The programme continues to support businesses, councils and communities in using digital technology and data to regenerate their high streets, strengthen communities and improve services.

Wales is also innovating in applications for more remote settings. As a coastal nation, innovation extends to our interaction with our sea landscapes – this includes the Morlais tidal stream project that will soon power whole communities in North Wales. Welsh Government’s climate change pledge and ambition to achieve net zero has meant an investment in skills and research that matches our desire to innovate.

Contact: Laura Norris - Laura.Norris@gov.wales
Trade and Invest Wales
X: @investwales