

UKTI Overview



UK
TRADE &
INVESTMENT



New Zealand February 2010

Our Mission

- UKTI works to deliver maximum value for the UK economy and for business in an increasingly globalised and competitive world
- Supporting International Trade

International Trade

- Trade
- Collaboration
- Investment

Key Groups

- Regional
- National
- International

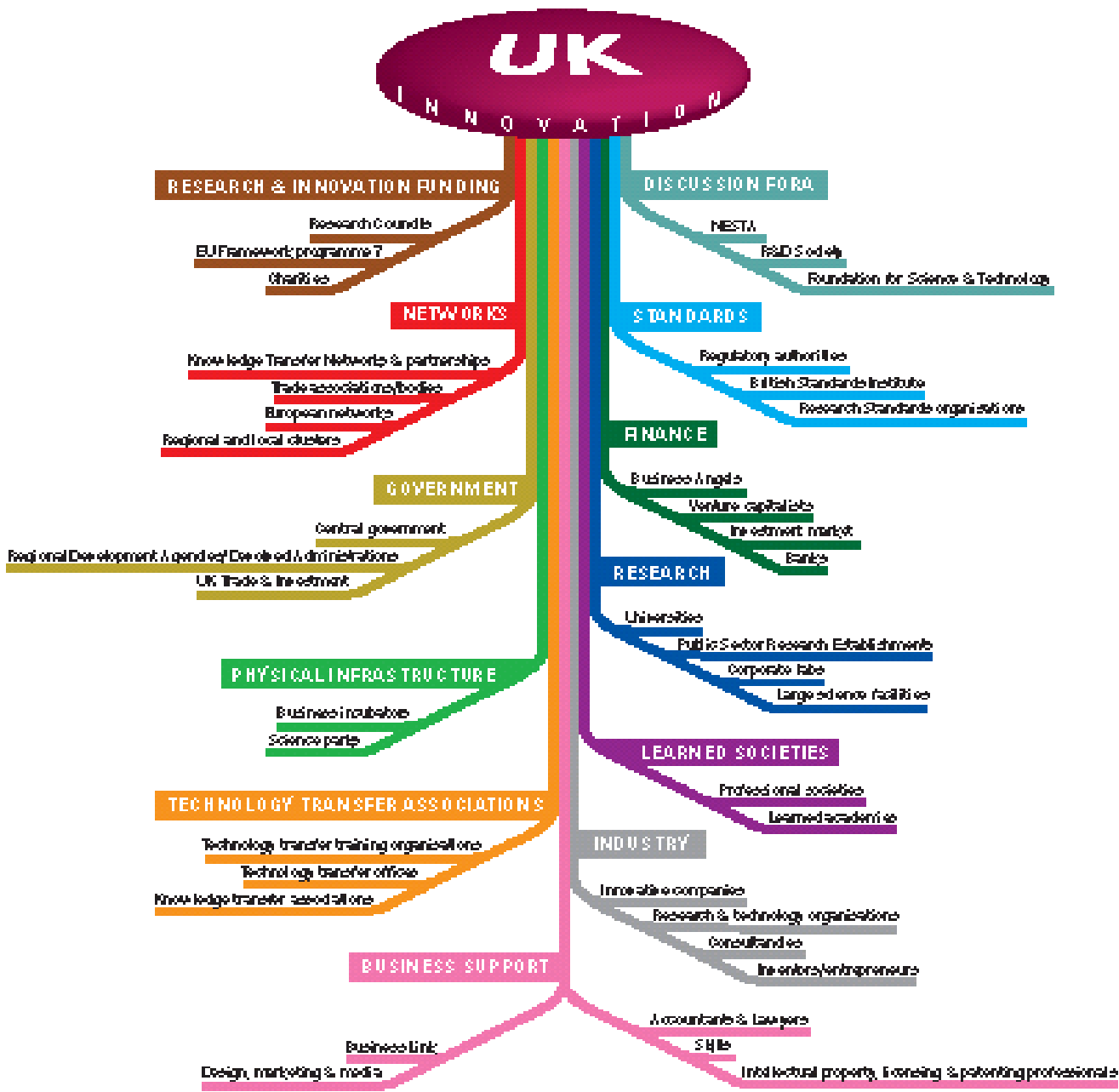
Trade and investment teams in key sectors

The compelling message

Your springboard for global growth

Unique selling points

- The UK provides the best environment for companies to grow in
- The UK is a recognised global leader in the fields of creativity and innovation
- The UK offers a unique gateway of international connections



- Tailored technology matchmaking service, free to overseas client
- Does not provide finance help to overseas companies
- Open to all kinds of innovation not just technological ones
- Partner Identification Reports (PIRs) and Partner Snapshot Reports (PSRs)
- UKTI's challenge is knowing who is doing what (e.g., in industry and in academe)

R&D Programme – Soft Landing Zone (SLZ)

- SLZ = Partnership between Coventry University and UKTI
- Role of Science Parks in supporting innovation
- SLZ Team worked with RDM Automobile Limited to develop an new telematic system for low carbon vehicle:
 - ❖ Intelligent vehicle management
 - ❖ Emissions free operations
- Provided advice on overseas R&D collaborations (e.g., Microsoft R&D Dept.) + hosted visits abroad (US and Europe)



RDM
AUTOMOTIVE
COMPONENTS AND SERVICES

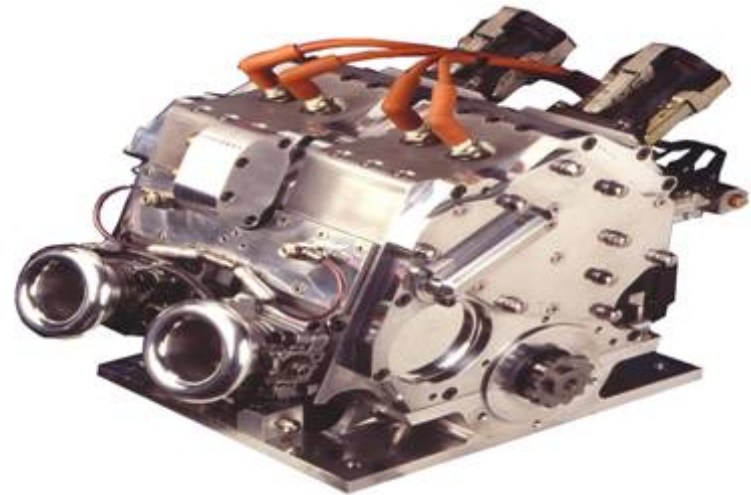
R&D Programme – R&D Partnerships

Pivotal Engineering from New Zealand:

H₂ fuel engine with applications for portable generators and road transport.

Formed consortium with a group of 9 companies, university departments and centres of excellence.

Plan to establish a hydrogen power demonstration programme.



thanks

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