



**WEST  
MIDLANDS  
GROWTH COMPANY**  
Invest in the West Midlands



GLOBAL WEST MIDLANDS  
**THE TECH  
THAT MAKES  
TOMORROW WORK**

**BIRMINGHAM TECH WEEK**

Wednesday 18th October 2023 09:30am - 17:30pm

## BIRMINGHAM TECH WEEK

Global West Midlands: The Tech That Makes Tomorrow Work

The Bond Studios, 180-182 Fazeley Street, Birmingham B5 5SE

Wednesday 18th October 2023

09:30am - 17:30pm

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# CONTEXT

Birmingham Tech Week is the UK's largest regional tech festival and conference, drawing over 5,000 attendees. This year, the event is taking place between Monday 16th October and Friday 20th October 2023.

As the profile of the festival continues to grow every year, Birmingham Tech Week is now gaining considerable traction internationally, with the West Midlands Growth Company (WMGC) playing a key role in securing attendance from tech growth markets around the world.

West Midlands Growth Company will hold a dedicated event as part of the official Birmingham Tech Week programme. "Global West Midlands: The Tech That Makes Tomorrow Work" will take place throughout Wednesday 18th October at the Bond Studios, at the heart of Birmingham's Creative Quarter. The event will see Birmingham Tech Week pivot towards a global audience for the first time and will be the centrepiece of WMGC's activities across the week, which will also include evening receptions and familiarisation visits with various international delegations.



# WELCOME TO THE WEST MIDLANDS

Located at the heart of the United Kingdom, the West Midlands' £117bn full-service economy has consistently ranked as one of the most attractive UK destinations for international investment. The region has been recognised by UK Government as the UK's fastest growing technology sector and is considered a UK leader in emerging technologies.



## WHERE WE ARE AND HOW TO FIND US



# PANEL DISCUSSIONS

## YOUR GUIDE TO MAKING A SUCCESS OF WEST MIDLANDS TECH

The West Midlands £15billion tech sector has become a critical driver of its economy. It represents the UK's fastest growing tech sector and a strategic nexus for developing emerging technologies.

This panel discussion will bring together global corporate heavyweights to discuss how businesses - both big and small - can translate this critical mass into real opportunity. From talent acquisition and knowledge sharing to funding support and product development; the session will see senior leaders share their personal reflections on making a success of West Midlands tech.

## BECOMING A SCIENCE & TECHNOLOGY SUPERPOWER

This interactive discussion will offer a glimpse into the future, predicting how the world of tech will look by 2030 - the date the UK Government has set a goal of becoming a 'Science and Technology Superpower'.

What are the breakthrough technologies the West Midlands and wider UK should be capitalizing on to remain competitive? How will AI impact our demographic? Is 3D Printing set to revolutionise the world of fashion and ecommerce? Join us, as we kick off Global West Midlands: The Tech That Makes Tomorrow Work with a lively discussion on the impact of tech.

## SMARTER CITIES, SMARTER THREATS?

The UK's leading location for 5G connectivity, the West Midlands has ambitions to accelerate 'smart city' applications across building infrastructure, energy networks and autonomous transport; meanwhile, mitigating the growing security risk from bad actors.

This panel brings together Cybersecurity and Future Telecoms experts to discuss the benefits and inherent challenges of creating highly complex interconnected environments.

## DRIVING BRITAIN'S GREEN INDUSTRIAL REVOLUTION THROUGH TECH

Acting as an enabler for decarbonisation, recent advancements in IoT smart sensors, AI and digital twin models are accelerating the digital transformation of the UK energy landscape and as the centre of the UK energy sector, the West Midlands is well placed to spearhead this transition.

Achieving a decarbonised and decentralised electricity grid by 2030 will require the availability of timely and accurate data, and rapid and effective take-up of new technologies. This will involve the need for greater collaboration between national and local policy makers and between industry sectors.

Join this session to understand the importance of modernising the UK's energy systems and the opportunities and challenges that the UK is likely to face on its journey to a digitised energy future.

## HOPE OR HYPE? CAN TECHNOLOGY REVOLUTIONISE HEALTHCARE?

With 5G opening game-changing possibilities for the healthcare industry, the West Midlands is on the cusp of a new era of medical innovation. Millions of people already use wearables for the purpose of quantification and preventative care, with the market opportunity expected to grow exponentially.

This event will see our expert panellists discuss the industry and academic innovations they've supported and the wider role of the West Midlands in driving efficiency for both patients and clinicians.

## AI - A TOOL TO ACCELERATE OR DESTROY CREATIVITY?

Artificial Intelligence is dominating the headlines with conflicting reports about the opportunities and challenges posed by this highly disruptive, rapidly developing technology. In March 2023, a Goldman Sachs report predicted AI could eventually replace 300 million full-time jobs globally and affect nearly one-fifth of jobs, while a World Economic Forum Future of Jobs Report stated the technology could create 97 million new jobs within just two years by 2025.

There are real concerns across multiple industries, with the SAG-AFTRA and the Writers Guild of America striking over concerns about AI, artists suing AI companies for mass copyright infringement and record labels moving to ban songwriters' voices being cloned by the technology. We are bringing together representatives from key CreaTech industries affected by and using AI - including Immersive Tech, Gaming and Film Production - to discuss the merits of the technology, the inherent threats it poses and what regulation is needed.

Is it a tool that can be used to spark creativity and ideas, or will it wipe out the need for companies to pay for human creativity?

## WILL TECH RECONFIGURE THE UK'S AUTOMOTIVE HEARTLAND: THE OPPORTUNITIES & CHALLENGES

Join our panel of industry thought leaders as they explore the growing and increasingly vital links between technology and its applications in transport mobility.

As the industry adopts new technologies in attempt to decarbonise propulsion, the panel will discuss the practical application of autonomous technology, AI and the corresponding need for ever more sophisticated cyber security. Discover the interdependencies of mobility technologies and their applications, as well as receive an oversight of the most exciting developments in the West Midlands.

# GLOBAL WEST MIDLANDS

## THE TECH THAT MAKES TOMORROW WORK

### EVENT ITINERARY - WEDNESDAY 18TH OCTOBER 2023

THE BOND STUDIOS, 180-182 FAZELEY STREET, BIRMINGHAM B5 5SE

TIME	MORNING ACTIVITY	CONFIRMED SPEAKERS
09:30 - 10:05	<b>REGISTRATIONS &amp; WELCOME REFRESHMENTS</b>	
10:05 - 10:20	<b>OPENING REMARKS</b> Welcome & Scene Setting	<ul style="list-style-type: none"> <li>Deborah Cadman, Chief Executive, Birmingham City Council</li> </ul>
10:20 - 10:40	<b>KEYNOTE SPEECH</b> "The Tech That Makes Tomorrow Work - How Innovation Is Shaping Future Industries"	<ul style="list-style-type: none"> <li>Tom Cheesewright, Compère &amp; Applied Futurist</li> </ul>
10:40 - 11:00	<b>KEYNOTE SPEECH:</b> Accenture	<ul style="list-style-type: none"> <li>Emma Kendrew, UKI Technology Lead at Accenture</li> <li>Ellen Bencard, Host, Accenture's Walk in the Cloud Podcast</li> </ul>
11:00 - 11:15	<b>CASE STUDY</b> A West Midlands Tech Success Story	<ul style="list-style-type: none"> <li>Kieran Borrett, Director at Plug &amp; Play</li> </ul>
11:15 - 12:00	<b>PANEL DISCUSSION:</b> Your Guide To Making A Success Of West Midlands Tech	<p><b>PANEL MODERATOR</b></p> <ul style="list-style-type: none"> <li>Danielle Hook, Director - Technology Sector &amp; Growth Lending at HSBC UK</li> </ul> <p><b>PANEL</b></p> <ul style="list-style-type: none"> <li>Rachael Hampton, Sustainability Cloud &amp; Digital Transformation Leader, PwC</li> <li>Dr Zoë Webster, AI Director - Data &amp; AI Solutions, BT</li> <li>Rupert Lyle, Investment Director at Midven</li> <li>Thomas Morrissey, Managing Director, Goldman Sachs</li> <li>Farhin Khan, Head of AWS UKI Databases Sales, GTM and Business Development, AWS</li> </ul>
12:00 - 13:00	<b>LUNCH &amp; NETWORKING</b>	
TIME	AFTERNOON ACTIVITY	CONFIRMED SPEAKERS
13:00 - 13:45	<b>ROOM ONE PANEL DISCUSSION:</b> Becoming A Science & Technology Superpower	<p><b>PANEL MODERATOR</b></p> <ul style="list-style-type: none"> <li>Laura Foster, Head of Technology &amp; Innovation, at techUK</li> </ul> <p><b>PANEL</b></p> <ul style="list-style-type: none"> <li>Lisa Perkins, Director - Research &amp; Innovation at BT</li> <li>Sarah Walker, Managing Director, Enterprise at Cisco</li> <li>Melissa Snover, CEO &amp; Founder at Nourished</li> <li>Amit Chouhan, UK Portfolio Strategy &amp; Enablement, UK Digital Office Fujitsu</li> <li>Samuel Lellouch, Quantum Department Representative, University of Birmingham</li> </ul>
13:45 - 14:00	<b>ANNOUNCEMENT</b>	

TIME	AFTERNOON ACTIVITIES CONTINUED	CONFIRMED SPEAKERS
14:00 - 14:45	<b>ROOM ONE PANEL DISCUSSION:</b> Smarter Cities, Smarter Threats?	<p><b>PANEL MODERATOR</b></p> <ul style="list-style-type: none"> <li>Matt Robinson, Head of Nations &amp; Regions at techUK</li> </ul> <p><b>PANEL</b></p> <ul style="list-style-type: none"> <li>Meredith McMurray, Programme Manager at UKTL: UK Telecoms Lab for NPL</li> <li>Dr Colin Tucker, Chairman at Novocomms Group &amp; ex-Orange &amp; 3UK CTO</li> <li>Marc Manns, Global Head of Connected Car at TATA Technologies</li> <li>Adele Every, Managing Director for Public Sector at Cisco</li> <li>Zephaniah Chukwudum, Director - Local Government, Microsoft</li> </ul>
14:45 - 15:00	<b>ANNOUNCEMENT</b>	<ul style="list-style-type: none"> <li>Andy Street, Mayor of the West Midlands</li> <li>Janet Coyle CBE, Managing Director, London &amp; Partners</li> </ul>
15:00 - 15:15	<b>BREAK &amp; REFRESHMENTS</b>	
15:15 - 16:15	<b>ROOM ONE PANEL DISCUSSION:</b> CleanTech - Driving Britain's Green Industrial Revolution Through Tech	<p><b>SECTOR SPEAKER</b></p> <ul style="list-style-type: none"> <li>Steve Goldspink, Head of Strategy and Business Development at Siemens</li> </ul> <p><b>PANEL MODERATOR</b></p> <ul style="list-style-type: none"> <li>Guy Newey, CEO, Energy Systems Catapult</li> </ul> <p><b>PANEL</b></p> <ul style="list-style-type: none"> <li>Chris Pritchett, Partner at Shoosmiths</li> <li>Cheryl Hiles, Director, Energy Capital (WMCA)</li> <li>Steve Goldspink, Head of Strategy and Business Development at Siemens</li> <li>Toby Siddall, Managing Director &amp; Sustainability Lead, Accenture UK &amp; Ireland</li> </ul>
15:15 - 16:15	<b>ROOM TWO PANEL DISCUSSION:</b> Hope or Hype? Can Technology Revolutionise Healthcare?	<p><b>PANEL MODERATOR</b></p> <ul style="list-style-type: none"> <li>Victoria Bentley, Partner at Shoosmiths</li> </ul> <p><b>PANEL</b></p> <ul style="list-style-type: none"> <li>Danny Harrison, Innovation Manager at WMG</li> <li>Junaid Arshad, Deputy Head of Computing at Birmingham City University</li> <li>Thorsten Kampmann, Senior Advisor at Business Transformation, MTC</li> <li>Elliot Parnham, CEO &amp; Founder at Skyfarer</li> <li>Melanie Davidson, CEO at Medilink</li> </ul>
16:15 - 16:30	<b>BREAK &amp; REFRESHMENTS</b>	
16:30 - 17:30	<b>ROOM ONE PANEL DISCUSSION:</b> AI - A tool to accelerate or destroy creativity?	<p><b>PANEL MODERATOR</b></p> <ul style="list-style-type: none"> <li>Rachel Davis, Director of Warwick Enterprise, University of Warwick</li> </ul> <p><b>PANEL</b></p> <ul style="list-style-type: none"> <li>Jon Swain, Managing Director at Shine TV</li> <li>Alex Harvey, Co-Founder &amp; CEO at RiVR</li> <li>Rowan Bray, Managing Director at Clear Cut Nations and Regions</li> <li>Lee Mather, Senior Creative Director, EA (Codemasters)</li> <li>Sud Parwana, UK Digital Products Leader at PwC</li> </ul>
16:30 - 17:30	<b>ROOM TWO PANEL DISCUSSION:</b> Will Tech Reconfigure The UK's Automotive Heartland: The Opportunities & Challenges	<p><b>SECTOR SPEAKER</b></p> <ul style="list-style-type: none"> <li>Don-Paul Dhaliwal, Founder and CEO at Conigital Group</li> </ul> <p><b>PANEL MODERATOR</b></p> <ul style="list-style-type: none"> <li>Chris Ferneaux, Director, Midlands Transport Leader, ARUP</li> </ul> <p><b>PANEL</b></p> <ul style="list-style-type: none"> <li>Kevin Vincent, Director at the Centre for Connected and Autonomous Automotive Research and NTDC, Institute for Clean Growth &amp; Future Mobility</li> <li>Neil Fulton, Managing Director at the Black Country Innovative Manufacturing Organisation</li> <li>Don-Paul Dhaliwal, Co-founder &amp; CEO at Conigital Group</li> <li>Liz Scoffins, Senior Research Engineer at MTC</li> </ul>
18:30 - 20:30	<b>EVENING RECEPTION</b>	



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## INTERESTED IN PARTICIPATING?

To register, please contact Mike Lewis,  
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M. 07485 329 918

W. [birminghamtechweek.com/events](http://birminghamtechweek.com/events)

Register your  
attendance at  
the Global West  
Midlands event.

