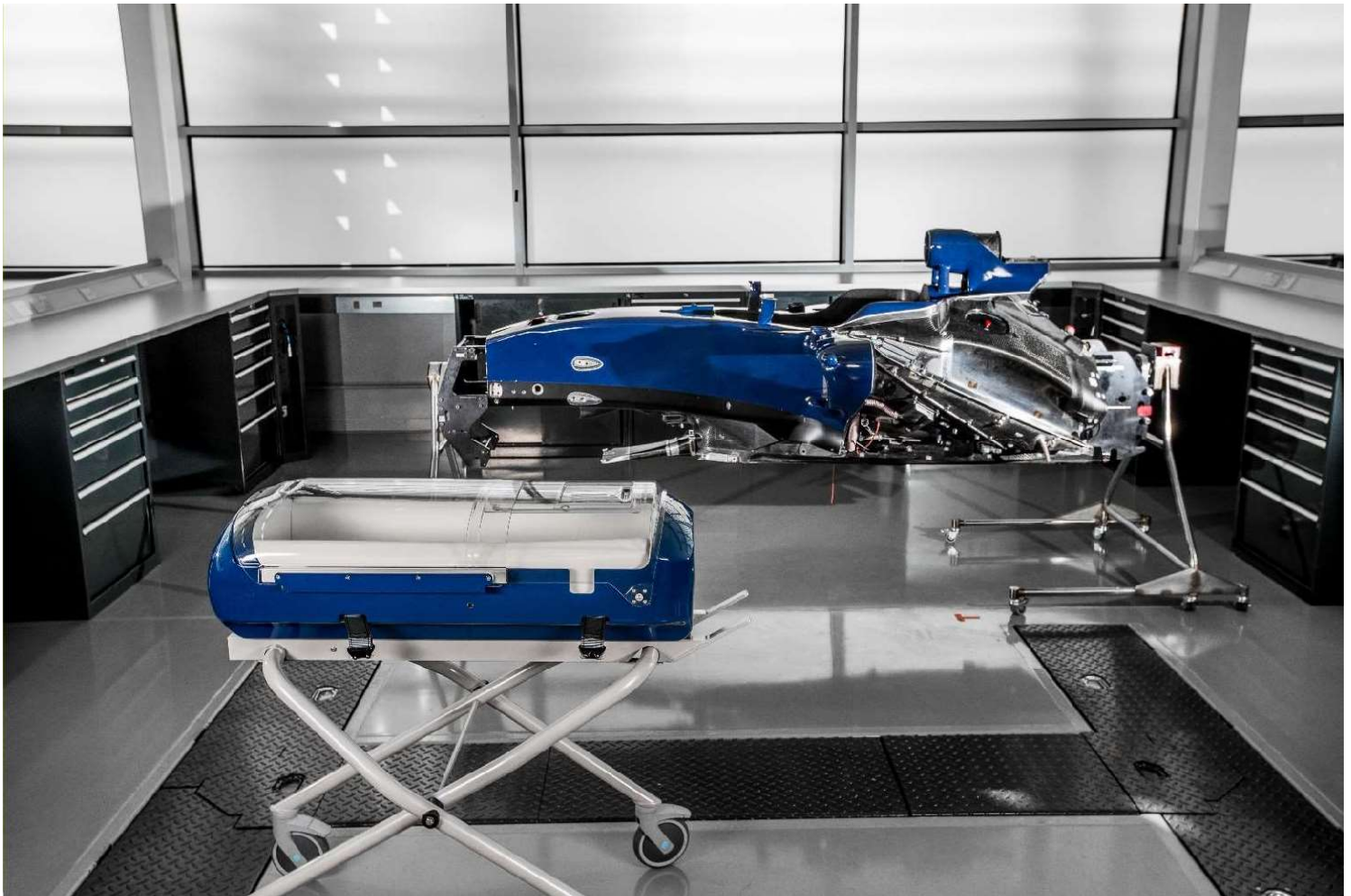


UK Motorsports Valley® and RACETECH Symposium London
26-28 November 2018

PERFORMANCE ENGINEERING



Overview

A two-day fact-finding mission in the mecca of motorsports, aiming at generating business opportunities and R&D collaborations for Swiss companies in the UK.

Two market routes will be tackled:

- **Opportunities within the motorsports sector, notably Formula One**
- **R&D collaborations in view of diversification with counterparts in the UK**

Formula One is THE domain where the most outstanding Performance Engineering capabilities are displayed. As such, it can safely be described as the epitome of technology and excellence, both in the UK and in Switzerland.

Even if Formula One and its supply chain offer concrete market opportunities and an arena for exceptional R&D projects, entering the sector is certainly not an easy task. It is vertically integrated and requires absolute reactivity and reliability. Technical excellence is not sufficient; partnerships are key for potential new entrants to build trust with the teams.

Secondly, the companies supplying Formula One hold IP that could possibly be transferred to other industries – aeronautics, defence, luxury automotive or medtech. New markets with higher volume potential can successfully be addressed to reduce dependency on the motorsports sector. For this, partnerships are equally crucial.

Finally, the major Formula One teams have spun off engineering branches which take on ad-hoc projects for external clients, successfully applying F1 efficient design and fabrication methodologies. These engineering branches are eager to integrate exceptional technologies.

After detailed market consultations, Switzerland Global Enterprise and the Embassy of Switzerland in the UK have identified interest and business potentials for Swiss companies in the following areas:

- Light-weight structures: composites, processes including additive manufacturing
- Electrification: batteries and ultra-fast chargers, heat management and recovery, assembly of cells etc.
- Connected and autonomous vehicles: vision, radar, lidar, artificial intelligence, real-time decision-making
- Sensors, miniaturisation

This fact-finding mission aims at accelerating business, through:

- One-to-one business meetings with potential partners
- Pitching sessions with an industry leader: Williams Advanced Engineering
- Site visits to OEM and/or Tier 1 suppliers
- Networking with clients, investors and counterparts
- Benchmarking

Who should participate

Companies working with the Motorsports sector looking at exploring new markets and partnerships

Chief Executive Officer, Chief Technical Officer, Chief R&D Officer willing to exchange views with industry leaders and to discuss products/concepts in their innovation pipeline

Companies with technologies which are already or could be applied in one or more of the domains mentioned above

Chief Executive Officer, Chief Technical Officer, Chief R&D Officer, Head of Business Development willing to expand to new markets, geographically or functionally

Organisations with a concept that could be successfully brought to market through collaborations with a world leading engineering company

Project leader and IP owners (this does not require a company to be formally registered)

Please note:

All participants will need to be vetted by a steering committee before being granted access to the mission

To register, you will be asked to provide a non-confidential description of the technologies presented during the mission

Programme

26-27 NOVEMBER 2018

Day 1 | Monday, 26 November 2018 | Motorsports Valley® – Oxfordshire

Welcome and briefing

Overview of the Motorsports Valley®:

- Structure of the ecosystem
- Main players
- Challenges and growth drivers

Diversification initiatives:

- Snapshot into the market potentials
- State-of-the-art and future initiatives

B-to-B partnering with UK counterparts

UK & Swiss organisations to request 15-minute one-to-one meetings with each other, through webplatform
The focus of this session will be diversification and partnerships

Networking lunch in the Motorsports Valley®

Pitching session under NDA with Williams Advanced Engineering (WAE)

Showcase of Swiss technologies / products / concepts which could either be:

- integrated into projects conducted by WAE
- brought to a commercial stage thanks to a collaboration with WAE, WAE taking royalties on the sales of the product
- funded via WAE corporate venture fund

Visit 1 to OEM (TBC depending on time constraints)

Insights into new programme requirements

Informal dinner and drinks in Oxford

Day 2 | Tuesday, 27 November 2018 | Motorsports Valley® and London

Visit 2: OEM or Tier 1 supplier

Insights into new programme requirements

OPTIONAL Attendance at RACE TECH World Motorsport Symposium



The RACE TECH World Motorsport Symposium, first established in 1995, has gained a reputation as the 'Davos of Motorsport Engineering' where key international industry figures get together under one roof to discuss the future of motorsport, engineering and technology.

Chaired by Ulrich Baretzky, Engine Development Director of Audi Sport and John Iley, former Technical Director of Ferrari F1, the symposium takes place in the style of a cabinet meeting with key speakers, a panel of international senior motorsport executives and an audience made up of the motorsport and automotive industry including top decision makers, suppliers and universities bringing the next generation of engineers. The proceedings are governed by 'Chatham House' rules generating a much more open debate like no other event.

There are also over two hours of networking time between the symposium sessions which provides further opportunities for exhibitors to showcase their latest technology and services, and thus for Swiss companies to benchmark their solutions with their industry counterparts.

OPTIONAL Day 3 | Wednesday, 28 November 2018 | London

Attendance at RACE TECH World Motorsport Symposium

Participation information

LANGUAGE

All the meetings, presentations and site visits will be held in English

PARTICIPATION COSTS

Included in the price:

- In-country transportation from Monday 26, 9.30am until Tuesday 27, 2pm
- Full participation in the two-day programme

Not included:

- Transportation to/from the UK
- Accommodation (optional)

PRICE PER PERSON (EXCLUDING VAT)

	WITHOUT entry to the Symposium	OPTIONAL <u>ADDITIONAL</u> COST: entry to the Symposium
S-GE Member	CHF 800	<i>Discounted rates</i> CHF 765.00 (with dinner)
NON S-GE Member	CHF 950	

Special conditions apply for eligible start-ups: contact us for more information

TERMS AND CONDITIONS

All companies will be vetted by a steering committee. S-GE reserves the right to restrict access to the mission based on the steering committee's input.

All participating companies will be required to sign an NDA before the beginning of the mission.

S-GE reserves the right to amend the programme.

Registration fee to be paid into Switzerland Global Enterprise bank account within 10 days after receipt of the invoice.

The company must inform S-GE on a confidential basis about contacts established and business concluded during and after the project.

Please note the following cancellation policy:

- If participation is cancelled by 18 October 2018, 50% of the participation fee will be charged.
- If participation is cancelled after 18 October 2018, 100% of the participation fee will be charged.

Application to participate

Please fill in this form and return it electronically.

Deadline to hand in the completed registration form: 3 October 2018

APPLICATION INFORMATION

I am applying for the following option (please tick option you wish to select)

- S-GE member **EXCLUDING** Symposium
- Non S-GE member **EXCLUDING** Symposium
- S-GE member **WITH** Symposium entry
- Non S-GE member **WITH** Symposium entry

PARTICIPANT DETAILS

First name

Last name

Company

Position

Website

Address

Postcode / City

Telephone / Mobile phone

E-mail

Date

Signature

DESCRIPTION OF TECHNOLOGIES / CAPABILITY SHOWCASED DURING THE MISSION

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