

Special Edition: WORLD EXPO SHANGHAI 2010 'BETTER CITY, BETTER LIFE'



Shanghai skyline



In association with



Liverpool Science Park Newsletter Issue four: Autumn 2009

Showcasing Liverpool
World Expo Shanghai 2010

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Meet Liverpool Science Park tenants
Profiles on two successful tenant companies

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Newsletter intro from CEO

This is my final Newsletter as CEO of Liverpool Science Park, a project that I have led since its inception. Creating this successful new business for the City has been a fabulous experience and I'm pleased to be stepping aside at such a positive time in its development. Despite the severe economic turn down, overall the Liverpool Science Park community continues to thrive. Our first facility, ic1, is maintaining full occupancy. Our new facility, ic2, has welcomed its first five companies and there is strong on-going demand. In addition, we have developed a powerful programme of events and business networks that are well supported across the region.

During my six-year tenure as CEO, there have been huge changes in Liverpool and its regeneration. Capital of Culture showcased to the world the breadth of Liverpool's creativity and cultural assets.

At the Science Park, our focus has been to contribute to the City's future by growing its commercial knowledge-sector. In the last six years, we have delivered the first two phases of the Science Park; created nearly 200 high-value jobs; assisted over 50 companies with business support; linked companies up with the Universities and other research institutions; and provided a range of training opportunities.

Supported by our partners across the City, our ambition for further expansion of the Science Park and of the commercial knowledge-sector remains strong; a vision that will pass to the incoming CEO, Chris Musson. I wish Chris every success in taking this exciting venture forward.



Showcasing Liverpool: World Expo Shanghai 2010



The World Expo takes place every four years and is an opportunity for participants to showcase investment opportunities and cultural distinctiveness to an international audience.

This huge event is regarded as a once-in-a-generation opportunity to consolidate existing and forge new relationships in the world's emerging markets.

Expo 2010 is expected to be at least four times larger than any other previously staged. Thousands more commercial and cultural organisations seeking to make new connections will be involved, making Expo the world's largest-ever business fair. To see all of the exhibits will take visitors no less than ten days, Expo organisers estimate.

More than 70 million visitors are expected at the Shanghai Expo from 140 countries worldwide. The Expo location is in close proximity to the city centre of Shanghai, making it a very attractive visitor proposition both from a tourism perspective as well as from a professional business development footing.

Liverpool's presence at Expo 2010 is being led by Liverpool Vision and will represent the whole Northwest region's cultural and business assets celebrating the tenth anniversary of its twin city relationship with Shanghai. The Liverpool Pavilion will be housed within the Urban Best Practice Area of the 5.3 sq km Expo site which overlooks the Huangpu River.

The design for the Liverpool Pavilion was recently unveiled, showing how visitors will be able to take a 'virtual cruise' from Shanghai to Liverpool. In addition, the pavilion will host interactive exhibits to highlight the City's defining characteristics as the gateway to the UK's Northwest. It will also contain a media and conference suite for presentations and meetings.

Warren Bradley, Leader of Liverpool Council, commented that:

'The designs and concepts behind the pavilion are a true reflection of the City, drawing on its maritime, musical and sporting heritage, its wider cultural offer and its extensive knowledge economy.'

Further information about World Expo 2010 and how to participate can be found at: www.liverpoolshanghai2010.com

Expo spotlight on the UK's Northwest as a leading hub for digital creative industries

Visitors to World Expo Shanghai 2010 will have the opportunity to take a virtual visit to Europe's second largest Digital and Creative sector right here in the UK's Northwest.

It is widely acknowledged that the Digital and Creative Industries are now as important to the UK economy

as some more traditional sectors- such as Financial and Professional Services. In the last decade, the Digital and Creative Industries have become a driver of innovation and economic growth alongside science and technology. Nowhere is this more evident than in our own region. Since 1995, the sector has expanded at around twice the rate of the overall UK economy, making the Northwest home to the second largest Digital and Creative sector in Europe, with 31,000 businesses employing around 321,000 people.

The BBC's decision in 2007 to move five major departments (that is, Children's; Future Media and Technology; Learning; Sport; and Radio Five Live) to the Northwest as the anchor tenant of Media City UK in Salford Quays triggered the development of a wholly new environment for convergent media in the UK. Led by the private

the Northwest is home to the second largest digital creative sector in Europe

sector, Media City UK offers the unique combination of a dedicated world-class location for content and technological innovation within an established cluster of Digital and Creative businesses. It accesses a talent base that stretches across the North of England and to a knowledge base of universities and colleges with experience and expertise in the sector.

The BBC's decision is reflective of the huge growth of the Digital and Creative sector in the Northwest where the whole spectrum of creative and digital activity is represented. Liverpool in particular is recognised for its strength in developing the UK games industry - a role reflected by the depth of interactive software talent across the Liverpool area. Computer games giant Sony Computer Entertainment is based in Liverpool, alongside its recently acquired Cheshire-based Evolution Studios and the Warner Brothers owned Traveller's Tales.

Liverpool is also renowned for some highly successful niche markets in the Digital and Creative sectors - companies like New Concept Gaming who, based at Liverpool Science Park, are revolutionising games and how we play them.

Liverpool is recognised for its strength in developing the UK games industry

New Concept Gaming: company profile

Playing computer games is not usually regarded as a way to get fit and healthy. New Concept Gaming (NCG), one of Liverpool Science Park's creative companies, is aiming to change all that with the jOG - a device designed to get you fit as you play.

New Concept Gaming was formed with the idea of challenging the 'couch potato' image of computer games by making games controllers that are healthy as well as fun. The revolutionary jOG means that players control and mirror the movements of on-screen characters, making the game truly interactive.

Brendan Ludden, Managing Director, explains, 'We take the concept of using games to improve health very seriously.'

Working with the Sport Science department at John Moores University, NCG has independent verification that players could use more than 6,000 steps in an hour of playing games using the jOG; which is about two-thirds of the recommended number of paces a healthy person should take in one day.

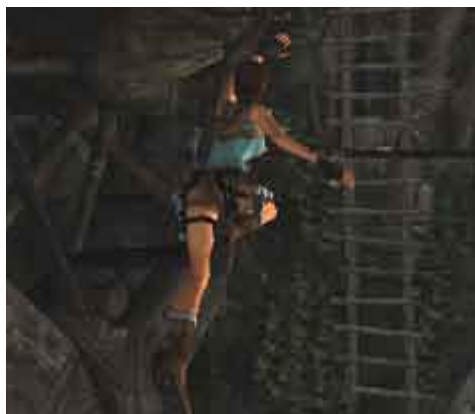
The jOG is compatible with over 100 games and makes all your favourite games super-fun as well as improving your fitness. Currently available in the UK for £20, the jOG is also available in Germany, the Netherlands, Korea and China, and will soon be hitting markets in Spain and the USA.

Following the success of jOG, New Concept Gaming is busy developing the follow on, jOG-plus, which will incorporate a wide range of advanced body motion detection into game control. We'll soon be able to give up our gym memberships.

For more information about New Concept Gaming and the jOG, go to www.newconceptgaming.com



Use the jOG to become Lara and get fit



Tomb Raider, Lara Croft image used with permission from Eidos Interactive, Ltd



Expo focus on the Northwest's green technologies



With environmental awareness high on the global agenda, visitors to World Expo Shanghai 2010 will be given a snapshot of how our region is using its unique natural resources to lead innovation in tidal power, creating a clean, green alternative to fossil fuels.

High tidal ranges (the difference in height between low and high tides) at three prime sites at the Mersey estuary, Morecambe Bay and the Solway Firth provide the Northwest with a rich tidal energy resource that can be used to create green energy. The Mersey alone has more tidal energy potential than virtually any other river in Europe. If fully exploited, tidal power generated in the area could provide up to 5% of the UK's electricity needs, and supply half the region's energy needs.

The Mersey has more tidal energy potential than virtually any other river in Europe

Work currently underway to harness the potential provided by the region's unique tidal ranges puts the Northwest at the forefront of global research into tidal energy. The Northwest Tidal Energy Group (NWTEG) was launched in summer 2008 precisely to build on this rich potential. Based at Lancaster University, the group comprises key stakeholders from industry, public sector, research institutes and universities, and examines the best ways of harnessing the tidal power of the Northwest. Its 30 members range from private companies like Peel Energy, a division of transport and infrastructure giant the Peel Group, to the Environment Agency and the Royal Society for the Protection of Birds. Peel Energy is currently looking at detailed engineering options for tidal power generation on the Mersey estuary. It

hopes to generate energy from the site by 2020.

UK government targets are to generate 15% of the UK's energy from renewable sources by this date. The Government envisages that £100bn of investment is necessary to achieve

this goal. The value of the green economy in the UK already stands at £106.5bn and is estimated to grow to a value of £127bn by 2014, employing 1.04 million people. As the sector grows, the Northwest will offer a host of prime opportunities for those looking to invest.

Large renewable energy projects form only part of the region's green economy. Alongside the race for sustainable energy development, other niche areas of the green economy play an increasingly important role not only in boosting our economy,

Spotlight on energy efficiency: Constructive Thinking

Renewable energy is not only about creating large infrastructure projects. A ground-breaking architectural company at Liverpool Science Park, Constructive Thinking, demonstrates that with the right expertise and innovative materials, individual buildings are able to generate up to 60% of their own energy requirements as well as creating 70% savings in energy consumption.

Constructive Thinking works in the specialist area of energy research and applies its world-leading expertise to create sustainable buildings. The company was a recent winner of the 'Retro-Fit for the Future' programme run by the Technology Strategy Board. In two separate projects, the company demonstrated how cutting-edge technologies can be used to make homes highly energy efficient. Specialist materials and devices were used in homes in the conservation area of Lark Lane in Liverpool both to produce energy through the use of special roofing tiles, and to save energy - whilst remaining in keeping with the original architecture of the building.

Hannah Moorhouse, Company Director, explained that

'right from the start we have been committed to designing and building properties that will be environmentally sound. We reflect our research in both our work and the training we provide to others in the industry, from software used to design to the materials used in construction.'

For further information about Constructive Thinking please contact hannah@constructivethinking.co.uk



Port of Liverpool wind farm
image courtesy of Peel Energy

Expo Creative Director: Interview with Mike Taylor, Investment Director at Liverpool Vision



Over a number of years Mike Taylor has worked with Dr Sarah Tasker (CEO of Liverpool Science Park) on strategy for business development and inward investment in the City. Mike has recently accepted the challenging role as Creative Director for Liverpool's Pavilion at the World Expo Shanghai 2010. We asked him how he is getting on.

What is your personal involvement with Liverpool Science Park?

My role at Vision is to stimulate business start-ups, to support the growth of indigenous businesses and to attract inward investment into Liverpool. I have worked with Sarah over a number of years to ensure that we have in place the right support structures, incentives and networks to enable companies at Liverpool Science Park and across the City to succeed.

What are your thoughts on the success of Liverpool Science Park?

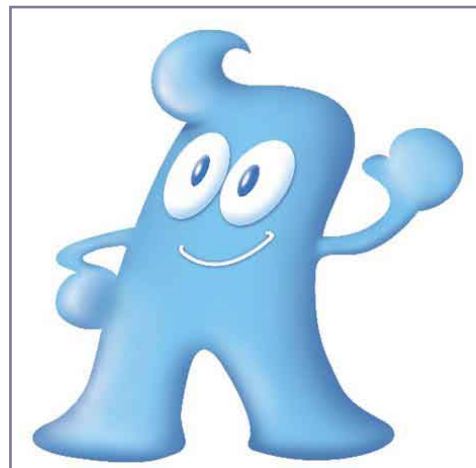
Liverpool Science Park is a flagship project for the City; its success demonstrates the potential of the City to grow its knowledge economy. The recent opening of its second landmark building, ic2, is testament that the Science Park concept was strategically right for the City. It's important that we build on current success and keep the momentum going forward.

How did Liverpool's participation in World Expo Shanghai 2010 come about?

This year is the tenth anniversary of Liverpool's twinning with Shanghai; our relationship with Shanghai and the unique regeneration of our own City means we are one of only 40 international cities to be selected to participate at Expo 2010.

How important is the Expo to Liverpool?

Exhibiting at Expo is about investing in our City's future. Our key aims are to attract business, students and tourists to our City Region. We anticipate a tenfold return on our investment in Expo - bringing upwards of a £10m GVA in the next ten years. In addition, building relationships with the Chinese is essential to take advantage of their rapidly expanding economy.



The Expo theme is 'Better City, Better Life'; and they have chosen as their emblem Haibao - a water crystal, a symbol of life

Other than Expo, what are your main challenges as you look to fulfil your remit of supporting inward investment, business growth and business-starts in Liverpool?

Liverpool Vision's remit is built on four pillars of action - Quality Place, Global Connectivity, Vibrant Economy and Thriving People. In response to the current economic climate we have been developing a programme of specific interventions for business; this can be accessed at www.liverpoolbusinesslifeline.co.uk

If we want our economy to grow we need to do more to attract inward investment and business into the City. Capital of Culture showed us that we can make more of the City's existing assets to break down old, dated misconceptions of Liverpool. We now need to do this within the business and knowledge sectors in order to continue to build our brand strength to show that we are a distinctive City and a quality investment destination. More information on how we are doing this can be found at www.liverpoolcitybrand.com

Name your top five favourite things about Liverpool?

It's the people every time; historical, present and future
...Liverpool is built on its people.



Liverpool

The new Liverpool logo builds the brand to strengthen the image of the City as a quality investment destination

Liverpool Science Park upcoming events:

If you would like an opportunity to network with other businesses and share contacts, why not come to one of the many events coming up in the Liverpool Science Park events diary:

October 2009

14th October 8.30am-11.00am: Green Technologies Event

A chance to see some exciting new innovations and also to hear about the changes in law and funding opportunities that are now available.

November 2009

11th November 8.30am-10.00am: Knowledge Economy Business Breakfast

November (date tbc): Liverpool Science Park Open Day with Striding Out
Have you recently graduated? Do you feel daunted by the thought of networking? If so then this event is designed for you. With a workshop on how to network, this event will provide you with vital skills and tips on how to get the best out of any event and how to identify valuable opportunities.

For more information about our events please go to: www.liverpoolsciencepark.co.uk

We thought you might like to hear what our guests have to say about our events:

'I thoroughly enjoyed this month's KEBB and have made lots of useful contacts - the best one yet!'
Craig Johnson,
Rippleffect

'Thank you very much for organising yesterday's event. It was much enjoyed and really useful. I made some great contacts.'
Elaine Mason,
Liverpool TSB International

'I thought the meeting was excellent. The informal aspect was very good and left plenty of time for meeting up again with existing contacts.'
Brian Thomas,
Apex Software Limited



Liverpool skyline

Shanghai skyline

Liverpool Science Park partners & supporters:



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