



BIRMINGHAM 2022 INTERNATIONAL TRADE & INVESTMENT PROGRAMME: **DATA DRIVEN HEALTHCARE**

The West Midlands
One region, many worlds



BIRMINGHAM 2022

INVESTMENT PROGRAMME OVERVIEW

During the **Birmingham 2022 Commonwealth Games**, the **West Midlands Growth Company (WMGC)** and the **Department for International Trade (DIT)** will be delivering a series of **sector-focused familiarisation programmes**, tailored to the needs of international companies, to help them understand more about, and connect with, investment opportunities across Birmingham & the West Midlands, and the wider UK.

For each sector, a multi-day programme will consist of:

One sector-focused day within UK House

- The UK-government delivered 'UK House' programme offers international companies with an interest in internationalising to, or growing within the UK, the opportunity to learn more about distinct national and regional strengths and investment opportunities, and will highlight some of the cutting edge innovation being delivered in the UK and the West Midlands.
- This information will be delivered through ministerial plenary sessions, industry & academia-led thought leadership panels, breakout sessions, workshops, live demos and networking opportunities with major domestic and international industry leaders.

One sector-focused Birmingham & the West Midlands Showcase Day

- Delivered by the West Midlands Growth Company, each day will offer a deep dive into the West Midlands' competitive advantages compared with other UK and international locations, with content from business leaders, academics, innovators and recent investors.
- International companies will have the opportunity to visit key industry R&D assets and participate in lunch and evening networking events with key companies and business leaders from the existing West Midlands industry cluster.

(Optional) A sector-focused National Visit or 1:1 meeting with a WMGC sector specialist

- WMGC can connect you to the correct team at the UK's Department for International Trade, to help you plan a visit to another UK location.
- Alternatively, delegates can schedule a 1:1 meeting with a WMGC sector expert, to discuss their company's requirements.

OVERVIEW

UK HOUSE

UK House is a major trade and investment programme and will be a focal point for promoting the city of Birmingham, the region of the West Midlands and the UK during the Birmingham Commonwealth Games.

- Each day of UK House will focus on a different sector and relevant themes. The sectors featured are aligned to both the UK's and the West Midlands' key strengths.
- The UK House programme is being delivered as a partnership between the Department for International Trade, West Midlands Growth Company and the Department for Culture, Media and Sport.

Date	Event	Themes
Thursday 28 July	<u>ICC:</u> Commonwealth Business Forum Investment with and within the Commonwealth	<u>UK House:</u> Food & Drink Sustainable food supply chains
Thursday 28 July (evening)	Birmingham 2022 Opening Ceremony	UK House Evening Reception
Friday 29 July	Food & Drink Building sustainable food supply chains Education Chartered Bodies, EdTech	
Monday 01 August	Data Driven Healthcare Digital, Data, Diagnostics, Devices	
Tuesday 02 August	Sports Economy Major global sporting events, inclusive sports, Women in Sport	
Wednesday 03 August	Creative & Digital Tech International broadcasting, CreaTech/AR/VR, Games, Cyber Security	
Thursday 04 August	Future Mobility Autonomous Vehicles (connectivity and infrastructure), Rail, Aerospace	
Monday 08 August	Legacy A united legacy: City, Region, Nation	

SECTOR DAYS

KEY DATES

Sector	UK House	West Midlands	National Visit
Financial & Professional Services	-	29 th July	1 st August
Low Carbon	-	1 st August	TBC
Data Driven Healthcare	1 st August	2 nd August	3 rd August
Advanced Manufacturing	4 th August	3 rd August	TBC
Fintech	-	4 th August	TBC
Creative & Digital Tech	3 rd August	4 th August	5 th August
Future Mobility	4 th August	5 th August	TBC



SECTOR PROGRAMME DATA DRIVEN HEALTHCARE

The West Midlands
One region, many worlds

DATA DRIVEN HEALTHCARE PROGRAMME

DAY 1: UK HOUSE

UK House 01 August 2022	
Assembly Room	
<p>Welcome & Keynote</p> <p>Health is Wealth</p> <p>Plenary focusing on healthcare challenges that transcend nations and challenge preconceptions about 'developed/developing' systems.</p> <p><i>Followed by Panel Discussion</i></p>	<p>The sessions will address the following areas:</p> <ul style="list-style-type: none"> Facilitating greater access to care Health services vs 'illness' services Healthy ageing and elderly care Impact of/tackling health data poverty Tackling bias in system design, clinical trials Patient participation and empowerment Non-communicable disease Healthcare workforce and healthcare infrastructure of the future Power of big data to enable health improvement (WHO MOU) <p>Potential speakers/chairs:</p> <ul style="list-style-type: none"> Ming Tang, Chief Data and Analytics Officer, NHS E/I Dr. Tim Ferris, Director of Transformation, NHS E/I Dr. Ben Goldacre, Academic and science writer, Oxford University Prof. Rachel Dunscombe, CEO NHS Digital Academy BMJ (clinical decision support, augmented reality)
<p>Coffee Break</p>	
<p>Panel: Advancing Healthcare Equality and Sustainability</p> <p><i>Themes: Facilitating access, impact of and tackling data poverty, patient participation and empowerment, healthcare workforce of the future</i></p>	
<p>Lunch</p>	
<p>Healthcare Innovation in the Midlands</p> <p><i>Themes: Translational medicine, clinical trials, regulatory innovation</i></p>	
<p>Coffee Break</p>	
<p>Shorts talks and Panel: Health Technology in Action</p> <p><i>Themes: Maternal health, mental health, NCD, disability and assistive technologies,</i></p>	
<p>Wrap up & close</p>	
<p>Networking Reception</p>	

DATA DRIVEN HEALTHCARE PROGRAMME

DAY 2: REGIONAL DAY

To complement the UK House programme, WMGC will also be running sector familiarisation visits to showcase investment opportunities within the host-region.

The days will focus on a **deeper dive into the regional competitive advantages** compared with the wider UK, with presentations from incumbent industry leaders, followed by **physical visits to key sector assets and sites across the region.**

The West Midlands **hosts eight hospitals combined with over thirty-five regional centres of clinical research**, with one in five of all UK trials carried out in the region.

The deep regional manufacturing expertise and tech capabilities enable firms to prototype, test and commercialise within the region – **from bench to bedside.**

The familiarisation programme will showcase the regions **unparalleled capabilities to test and implement new healthcare interventions.** It will also highlight key strengths in the region such as **university innovation in digital healthcare**, how to connect with **NHS supply chains** and **clinical trial networks**, with testimonials from recent healthtech investors.

The West Midlands
One region, many worlds

Data Driven Healthcare Tuesday 02 August

10.00-10.20am	Registration / tea and coffee
10.20-10.40am	Welcome to the West Midlands <i>Hosted at Innovation Birmingham, the region's leading digital tech campus</i>
10.40-11.10am	Why the West Midlands – Data Driven Healthcare
11.10-12.20pm	Panel presentations and discussion, featuring recent case-studies of research collaborations and cutting-edge innovation in the region focusing across digital, data, diagnostics and devices. Speakers could include the University of Birmingham , the West Midlands AHSN and Birmingham Health Partners.
12.20-1.30pm	Informal networking lunch
1.30-2.00pm	Tour of Innovation Birmingham
2.00-4.30pm	Tour of Warwick Science Park TBC or Central Birmingham health assets
5.00-7.30pm	Informal networking reception with industry leaders

DATA DRIVEN HEALTHCARE PROGRAMME

DAY 3: OPTIONAL DAY

If your delegation would like to visit another UK location, the **West Midlands Growth Company's International Markets Team** can connect you with the appropriate member of the Department for International Trade team, to help you [plan an itinerary](#).

If members of your delegation would like to schedule a [1:1 meeting with a West Midlands Growth Company sector specialist](#), to discuss their specific requirements and learn more about accessing WMGC's investor support, this can also be arranged via WMGC's international markets team.

Key Contacts

Chris Lau

Chris.Lau@wmgrowth.com

International Markets Lead

Mary Bramall

Mary.Bramall@wmgrowth.com

International Markets Manager

WEST MIDLANDS GROWTH COMPANY DELEGATION SUPPORT

The **West Midlands Growth Company** promotes inward investment into the West Midlands, driving business growth, new job creation and exciting opportunities across the region.

WMGC can support a DIT delegation with the following:

- Planning and delivery of tailored programmes during Games time
- Connections to in-market representatives to support outreach and delegate management
- Connections to key industry and academic leaders
- Prioritisation of entry during the UK House events
- Support with securing hotel accommodation
- Support with domestic travel costs in and outbound from the West Midlands region
- A limited number of Games tickets and hospitality for well-qualified investment prospects