

Speaker profiles for Breakfast Seminar:

Innovating with China for the Chinese and Global Markets

08:00 Wednesday 22 October 2014 (Registration at 7:30)
Wokefield Park, Goodboys Lane, Reading, RG7 3AH

Dr. Simone Corsi, Lancaster China Catalyst Programme Manager

Presentation: China Reverse Innovation



Dr Simone Corsi joined the Lancaster China Catalyst Programme (LCCP) team in April as Programme Manager. In his previous role, Dr Corsi was a researcher and consultant at Sant'Anna School of Advanced Studies in Pisa (Italy), where he gained a PhD in Management with a dissertation focusing on R&D Internationalisation in China and Reverse Innovation. He researched, published, and consulted with companies on these topics, helping them to develop their R&D and market presence in China.

Whilst at Sant'Anna School of Advanced Studies, Simone worked with the Tuscan Industrial Association (Confindustria Toscana) to develop executive programmes for local small and medium enterprises. He also facilitated exploratory and inspiring tours to China and Silicon Valley for managers and entrepreneurs, and developed and shared best practice in open innovation across 52 European partners as part of the European project 'European Academic Network for Open Innovation'.

Simone helped design and project manage a Doctorate in Business Administration (DBA) for Chinese executives in cooperation with Chongqing University School of Economics and Business Administration (China) and Grenoble Ecole de Management (France). He also assisted the Italian Ministry of Education, Universities and Research with the organization of the China-Italy Innovation Forum held in November 2013 in Beijing.

Simone is currently leading the development and delivery of an international innovation programme of activities for LCCP that will engage up to 400 UK SMEs and 100 Lancaster University graduates between 2014 and 2017.



Mark Beresford, Lancaster University, UK China Project Manager

Presentation: The Lancaster China Catalyst Programme - Benefits for UK Companies

Mark is an international business specialist with over twenty five years' experience of working in international commercial roles in the private and public sector. He has worked with the Lancaster China Catalyst Programme since October 2013 as UK-China Project Manager providing business development and project management expertise.

He has been instrumental in helping get the Lancaster China Catalyst Programme off the ground working closely with colleagues across the University in Environmental Sciences, Engineering, Communications and Computing, and the Management and Design Schools. His current focus is on business recruitment and he is keen to talk to companies that might want to use the Catalyst Programme as a platform to significantly grow their business with China and Guangdong.

Dr. Kegang Wu, Chief Representative, Guangdong Economic and Trade Office in the UK



Guangdong Economic and Trade Office in the UK represents the Chinese province and promote the trade, investment, and business cooperation between UK and Guangdong governments and businesses.

Guangdong is the largest economic centre and most populous market in China. It is not only the largest manufacturing hub but a leading Chinese province in technology industries.

Kegang Wu has been the Executive Director of the BCC LinkToChina Programme since 2011, which is a China market initiative based from the Thames Valley Chamber of Commerce and providing international business support to UK's chambers of commerce networks and members.

He has worked with established networks of governmental and business authorities and partners in both markets. He holds a number of advisory and non-exec positions in China-related businesses and organisations.

A native speaker of Mandarin & Cantonese, he has visited China for more than 70 times and worked on market entry strategies, business development, trade and investment promotion, negotiation, and local government partnership (twin cities etc.). He has advised and supported many SMEs from both China and UK.