

**SUSTAINABLE BUILDING:
OLD AND NEW**

Business Opportunities,
Seminar and Networking
28 January 2010

Venue

The Residence of the British
Ambassador
Metternichgasse 6
1030 Vienna

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PROGRAMME

09.30	Registration
10.00	Welcome by HMA
10.20	UK Renewable Energy Strategy, Ivan Lima
10.40	East of England Developments, Jacky Holtby
11.00	Wales as a Base for International Business, Malcolm Davies
11.20	Welsh Strategic Regeneration Areas, Patrick Lewis
11.40	Zero Carbon Homes, Simon Cross
12.00	Table Discussions
13.00	Lunch
14.00	Table Discussions
15.00	Close

UK TRADE & INVESTMENT CONTACTS

For more information and registration, please contact:**Jane Spiegel**

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ACCESSING INTERNATIONAL MARKETS

**Solutions
for Business**

Funded by
UK Government

A range of UK Government support is available from a portfolio of initiatives called Solutions for Business (SfB). The “solutions” are available to qualifying businesses, and cover everything from investment and grants through to specialist advice, collaborations and partnerships.

UK Trade & Investment is the government organisation that helps UK-based companies succeed in the global economy, and is responsible for the delivery of the two SfB products “Developing Your International Trade Potential” and “Accessing International Markets”.

We also help overseas companies bring their high-quality investment to the UK’s dynamic economy – acknowledged as Europe’s best place from which to succeed in global business.

UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

For further information please visit www.uktradeinvest.gov.uk
or telephone +44 (0)20 7215 8000.

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Fast track to the world UK

Jacky Holtby

Business Development Manager – Cleantech
East of England International

Background

Jacky has been with East of England International since 2001, working as a business development manager focusing on inward investment. She helps companies to establish and grow their business and develop connections in the region. Jacky's focus is on the Cleantech sector, which encompasses sustainable construction.

Malcolm Davies

Trade & Invest Manager
Switzerland, Austria & Liechtenstein
International Business Wales,
Welsh Assembly Government

Malcolm will show how IBW can help – whether you're a native Welsh company, or an international business looking for a trade partner in Wales. IBW provides flexible



Presentation

The wealth of expertise, innovation and research in this sector make the East of England an ideal base for overseas investors to establish their business.

The draft East of England plan provides for an extra 478,000 homes in the region leading up to 2021. This includes major development opportunities such as the Thames Gateway, Europe's largest regeneration project, and the Rackheath Eco-Community.

Peterborough is one of only four Environment Cities in the country, as well as home to the largest Carbon Challenge site in the UK, comprising 350 carbon neutral homes.



support designed to be specifically tailored to your needs. The support network is global and can unearth new opportunities and help you convert them into real business.

Ivan Lima

Account Manager
Environment, Energy,
Infrastructure & Logistics
UK Trade & Investment

Background

Ivan is part of the Renewables & Environment Invest Projects Team of UKTI based in London. His team is tasked with delivering inward investment projects and inward investor expansions in the Renewable Energy and Environmental Technologies sectors in the UK.

Patrick Lewis

Director Strategic Regeneration
& Heads of the Valleys Programme
Welsh Assembly Government

Patrick will speak about the Welsh Assembly Government's regeneration activities, which are co-ordinated in designated Strategic Regeneration Areas (SRAs). There are currently 5 in Wales, with a further one in the early stages of development. The Works in Ebbw Vale



Presentation

Ivan will talk about the role that renewable energy will play in delivering sustainable buildings in the UK. This will include an overview of the UK Government's Renewable Energy Strategy and the forthcoming Feed-In Tariff for renewable energy.



project will act as a living showcase of current and future Renewable Energy and Sustainable Construction systems, enabling other communities to see first hand the systems available to help them achieve a sustainable work / life balance as per Guessing in Burgenland Austria.

Simon Cross

Associate Director
Innovation & Productivity in Construction
BRE, Building Research Establishment

Background

Simon now leads BRE's Innovation and Productivity in Construction Unit, focusing on innovative building systems, construction site monitoring, guidance for clients in achieving the Code for Sustainable Homes, development of manufacturing facilities and the delivery of lean business improvement masterclasses for the UK construction sector.

An experienced communicator and skilled workshop leader, working successfully with all organisational levels within construction companies and private and public sector clients of all sizes including: Housing Developers and Housing Associations; Simon provides specialist guidance in achieving the Code for Sustainable Homes; assists innovative manufacturers understand future sustainable material requirements, and industry support in lean business improvement techniques.



Presentation

Simon will be providing a short presentation on the future requirements for building homes in the UK, demonstrating the opportunity for the construction supply chain businesses based in Austria. The Code for Sustainable Homes is the UK Government's mechanism to enable design for new zero carbon homes by 2016; the technologies and processes can be similar to the mechanisms seen elsewhere in Europe, including Passivhaus principles. BRE are also leading applied research to reduce energy requirements and develop solutions for existing homes. Simon will outline, how BRE are helping businesses use some of these principles to develop a market in the UK.