



13th November 2009

Local Businesses Showcase Technology For Sustainability

Over 100 industry leaders from local technology-driven organisations have come together at a showcase business event.

The local authorities of Coventry, Solihull and Warwickshire (CSW), collectively known as 'The Winning Technology', organised the 'Tomorrow's Technology in Today's Environment' event, which took place yesterday at the NEC.

The theme of the event focused on how companies could use innovation and new technology to sustain their business in the current environment, whilst ensuring their long-term future.

Guests included many senior executives from the CSW region who networked with colleagues from the motorsport, aerospace, medical, automotive and ICT sectors, with the aim of sharing technology and generating business across these diverse industry sectors.

The event featured exclusive presentations from key industry experts including Chris Aylett of the Motorsport Industry Association talking about 'Motorsport Accelerating Energy Efficiency'; Lee Cassidy of SD Voice & Video Limited explaining 'Green Sky Thinking'; and Laura Frost and Nick Mitchard of Arup discussing 'Sustainability and Business: The Opportunities and Challenges'.

Attendees also had the opportunity to visit the various exhibitors including Envirowise, MIRA, Interplex Solar Technology, Synergie Group and the International Digital Lab amongst others. The exhibitors showcased their products and services that harness new technologies, demonstrating that the CSW region is at the forefront of the sustainability agenda.

The event was sponsored by Arup, a global firm of planners, designers, engineers and business consultants providing a diverse range of professional services to clients around the world. The firm is the creative force behind many of the world's most innovative and sustainable buildings, transport and civil engineering projects.

Nick Mitchard, Associate at Arup said: "With our award winning sustainable offices based in the heart of the CSW region, Arup were delighted to be the official sponsor.

“The event provided Arup with the ideal opportunity to share its views on the green economy and to reinforce the message that the use of innovation and new technologies is a key success factor for local businesses.”

Cllr Peter Fowler, Warwickshire County Council’s Portfolio Holder for Economic Development, said: “It was great to see so many local companies attend ‘Tomorrow’s Technology in Today’s Environment’ to meet their fellow innovators across a range of diverse yet closely-linked industry sectors. The event was a unique platform to highlight that we are leading the way in developing green technologies by showcasing the wealth of innovation we have here in the CSW region.”



Photo caption: L-R: Martin Yardley, Director of City Services and Development at Coventry City Council; Laura Frost, Sustainability Consultant at Arup; Lee Cassidy, Managing Director of SD Voice & Video Limited; and Chris Aylett, Chief Executive of the Motorsport Industry Association.