



Coventry City Council

Public report

REPORT BACK ON CONFERENCE

TO: Business, Economy and Enterprise Scrutiny Board (3)

5th February 2020

REPORT OF: Deputy Chief Executive (Place)

TITLE: Intelligent Transport Systems (ITS) World Congress 2019

DATE: 20/10/2019 – 25/10/2019

VENUE: Suntec Singapore Convention & Exhibition Centre, 1 Raffles Blvd, Singapore

1 Purpose of the Note

- 1.1 To provide a detailed report following Coventry City Council exhibiting at the Intelligent Transport Systems (ITS) World Congress 2019 in Singapore.

2 Recommendation

- 2.1 The Business, Economy and Enterprise Scrutiny Board (3) is recommended to:

- 1) Endorse this report and confirm its continued support of the work being undertaken by the Economic Development Service to enhance Coventry's international profile, encourage Foreign Direct Investment (FDI), and support a potential bid to bring the ITS World Congress to the West Midlands.

3 Background/Information

- 3.1 The Investment and International Trade Team within the Economic Development Service at Coventry City Council is committed to promoting the region on a global scale with a view to stimulating business investment and job creation within the City.
- 3.2 The ITS World Congress is the world's foremost trade show for Intelligent Transport Systems, Connected Autonomous Vehicles (CAV) and Future Mobility, all of which are strategically placed and at the forefront of Economic Development for Coventry, Warwickshire and the wider West Midlands.

- 3.3 This exhibition presented an opportunity to exhibit at the ITS World Congress in Singapore, collaboratively with Coventry University promoting Coventry's existing skills, services and assets within this industry to a new international market reaching a worldwide audience.
- 3.4 Coventry and Warwickshire exhibited on the UK pavilion, along with the following companies, universities and supporting agencies: Connected Places Catapult, Innovate UK, Transport for West Midlands (TfWM), Latent Logic, Basemap, Immense, Oxfordshire County Council, Knowledge Transfer Network, Aurrigo, Satellite Applications Catapult, Coventry University, Grid Smarter Cities, Nominet (Driven), Skysports, Cranfield University and ITS UK. The West Midlands region had the greatest representation showcasing the area as being the forefront of innovation, technology, collaboration and investment.
- 3.5 The exhibition focused on a range of developments, technologies and demonstration of various transport modes, with a clear focus on a range of autonomous vehicles. The exhibition provided a great platform to promote the automotive specialisms of Coventry & Warwickshire to a global audience by discussing and showing key assets, centres of excellence, companies, universities and projects and announcements such as UK Autodrive, UK Cite, CAV, UK Battery Industrialisation Centre (UKBIC), 5G testbeds and the Midlands Future Mobility Project. The international audience included delegates from Australia, America, China, Canada, Netherlands, Japan and many more.
- 3.6 Approval to attend was given by the Cabinet Member for Jobs and Regeneration on Wednesday 9th October 2019 to attend the ITS World Congress in Singapore.

4 Reasons and benefits for the trip were stated as:

- An opportunity to promote C&W's capabilities and desirable location to live, work and invest at an exhibition with global presence from companies from around the world.
 - Put Coventry on the map, whilst highlighting key sectors, businesses, services and our world-renowned universities.
 - Opportunity to meet/visit other international pavilions, academia and industry from other countries to discuss autonomous vehicles and future technologies, challenges and achievements, potentially generating new connections and FDI projects for our pipeline.
 - Gather intelligence, meet relevant contacts and build relationships with key partners and organisations to support any potential bids to bring the ITS World Congress to the UK.
 - Opportunity to meet global leaders and decision makers
- 4.1 Coventry City Council was represented by Nayna Parekh, Economic Development Officer, Economic Development Service. The attending partnership also included:
- Carl Perrin - Future Transport and Cities Director – Coventry University
 - Kevin Vincent - Director, Centre for Connected and Autonomous Automotive Research – Coventry University
 - Siraj Shaikh - Professor of Systems Security – Coventry University

5 Benefits

5.1 The visit has:

- Strengthened and established new working relationships with Singapore and Coventry through networking and dialogue with Enterprise Singapore, Foreign & Commonwealth Office, Department for International trade and Intelligent Transport Systems UK
- Provided access to key players in supporting future visits and inward investment and trade opportunities.
- Offered valuable access to companies and decision makers within Singapore Government for future trade and investment opportunities/enquiries including contact made through Coventry University with Singapore Land Transport Authority Deputy Director (Innovation).
- Introduced Coventry to a new global international audience promoting our strategic goals
- Exposed and put C&W on the map as a key investment destination
- Provided a clear insight into how companies from varying countries showcase their technologies and innovation through stand designs and equipment to facilitate and generate investment promotion
- Invaluable lessons learnt in terms of organising and hosting any future events

6 Key Outcomes and Opportunities resulting from the visit:

6.1 The purpose of this report is to not only detail the direct outcomes of exhibiting but also any indirect outcomes, alongside any key engagements, successes and potential future outcomes across C&W which can be attributed to the increased promotion and presence within the international arena. Included below is a list of high-level outcomes as a result of exhibiting at the ITS World Congress 2019 in Singapore:

- Promotion of C&W and its Automotive sector to not only Singapore but other countries including Australia, America, China, Canada, Netherlands, Japan and many more as the best place to live, work and invest. Brochure and contact details were shared with a view to developing relationships through follow up work. As a specific example, Thailand representatives were interested in a potential visit to C&W in 2020 to look at trade and investment opportunities. Work is on-going to follow-up this lead.
- Positive feedback from high profile/global leaders including the British Deputy High Commission of Singapore on C&W and the technology within our region. This has further raised the profile of C&W with these individuals, which will lead to future promotion of the area through their on-going dialogue with key businesses and contacts.

- Engaged and met with members of the British Foreign & Commonwealth Office to discuss future collaboration opportunities, developing relationships that will help to promote future trade and investment opportunities for the Coventry area. To reinforce this the Council will work with DIT to invite overseas representatives from DIT and the FCO to a `Driving Sector Knowledge` Tour of C&W focusing on the intelligent transport sector.
- Liaising with the Senior Science & Innovation Officer of the UK Science & Innovation Network to set-up a visit to Coventry to view local centres of excellence and demonstrate the world leading expertise and capability in the area. Follow-up work is underway to arrange a visit in summer 2020.
- Follow-up work with potential investor MooVita, a company specialising in autonomous software solutions. A company visit to Coventry is scheduled for February 2020 to discuss the companies UK investment opportunities with the aim of maximising a successful inward investment.
- A strengthened working relationship with the Institute for Future Transport and Cities at Coventry University. This enhanced relationship provides a sound platform for both organisations to work collaboratively on existing opportunities (such as MooVita) as well as develop future engagements, projects and investment opportunities through ongoing collaborative activity.
- Coventry is now further recognised as being at the forefront of technology and innovation by a wide audience in the area of Intelligent Transportation Systems. Follow-up work by the Economic Development Service will continue the dialogue with areas engaged ensuring relationships are developed and the capabilities of C&W continue to be promoted.
- Coventry is now a key part of a West Midlands consortium that is bidding to bring the ITS World Congress to the West Midlands in 2024.
- C&W are working collaboratively with TfWM and stakeholders to plan, shape and influence a bid to bring the ITS World Congress to the West Midlands in 2024. If successful, securing this event could provide significant benefits for C&W, it would be an opportunity to demonstrate specialisms and capabilities to a global audience. In addition, it would also benefit the local economy through the visitors, hotel bookings and associated spend that a large event of this type would generate. The ITS World Congress 2019 recorded 14,500 participants and exhibitors, many of whom were overseas visitors requiring hotels and accommodation.
- Work is underway with the British Chambers of Commerce Singapore (Britcham) and Coventry University to explore opportunities for course delivery in EVs and AVs for Singaporean based companies.
- Future meeting to be set up with ZENZIC, Coventry City Council and Coventry University to discuss a commonality of regulations and interoperability across CAV Test beds to grow business in the region.
- Supporting Coventry University to follow up with Chief Intelligent Transportation Specialist, Roads and Transport Authority (RTA), Dubai to explore opportunities in Digital Twinning and simulation of city transport with Coventry University.

7 Cost of attending

	Costs Approved by Cabinet/Cabinet Member	Total of Actual Costs
Accommodation	£1582.00	£1597.95
Travel	£1100.00	£900.00
Total per person(A)	£2682.00	£2497.95
Visit support costs	£2000.00	£2000.00
Subsistence/contingency	£500.00	£74.58
Insurance	N/A	N/A
Visa	N/A	N/A
Sub-total expense (B)	£2500.00	£2074.58
Travel & accommodation Bursary	(£2000.00)	(£2000.00)
Total cost(A+B)	£3182.00	£2572.53

*Conversion rate used on average = S\$1.659

Actual costs are £609.47 under costs approved by cabinet

List of background papers

Proper Officer: Deputy Chief Executive (Place)

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(Any enquiries should be directed to the above)

Other contributors: Coventry University

Background papers: None

Approved by Cabinet Member: Cabinet Member for Jobs and Regeneration 9th October 2019