



Image courtesy of the UK's National Innovation Centre for Ageing (NICA)

GLOBAL BUSINESS INNOVATION PROGRAMME

China - Healthy Ageing

Motor function technology and the adaptation of urban environments

The Global Business Innovation Programme (GBIP)

This GBIP forms part of the Healthy Ageing Flagship Challenge Programme (FCP) delivered by the National Innovation Centre for Ageing (NICA) - a joint UK China strategic initiative to support cutting-edge research and innovation partnerships that address global challenges.

Organised by Innovate UK and delivered by Innovate UK EDGE, this virtual/ hybrid programme consists of a preparation phase, virtual innovation activities, an exploitation workshop and support of approximately 12 months from an Innovate UK EDGE Innovation and Growth Specialist, helping your business maximise the opportunities identified with partners in the territory.

Focus Area: The aim of this programme is to facilitate collaboration between UK and China for the development of motor function technology and the adaptation of urban environments to support healthy ageing. Companies that are at a technology readiness level of 7 and above, preferably but not exclusively developing the following technologies will be considered:

- Walking speed and muscle strength
- Sensor technology; video or wearable devices
- Generating, collecting, analysing, and presenting data in formats suitable for clinical and user interpretation
- The characteristics and influencing factors of motor ability
- Inspection techniques to tackle unsuitable urban environments
- The adaptation of urban environments to support improved mobility

Why China: In 2020, there were 190 million people over the age of 65 living in China; this is expected to double by 2050.

China is a rapidly ageing society with many opportunities for businesses to develop new products and services to support senior citizens to live longer and more independently.

Benefits:

- Explore opportunities in the ageing market of functional mobility, gait and urban environments in China
- A better understanding of the challenges and opportunities of doing business in China.
- Find potential innovation collaborators and partners and develop your network in the UK and globally.
- Improve your company value proposition to international partners and investors.

Innovate UK is committed to ensure that anyone, from any background, has an equal opportunity to be successful.

KEY DATES

(Subject to change)

Applicant briefing:
8 February 2022

Applications Close:
23 March 2022

Pre-Activity
Workshop:

28 April 2022 in
Newcastle

Innovation
Activities:

May - November
2022

Exploitation
Workshop:

February
2023

WHAT TO EXPECT:

The GBIP is structured around three main phases and each business will have a designated Innovate UK EDGE Innovation and Growth Specialist to support them for the duration of the offering, including developing an action plan to capitalise on the opportunities identified. The three main phases of the Global Business Innovation Programme are:

- **Getting ready for the market:** Pre-activity briefing workshop led by Innovate UK EDGE, and supported by NICA to build knowledge and understanding of the market and potential opportunities, including how to do business, cultural aspects, how to protect your IP, trusted research and innovation, and training on how to improve your pitch and articulate your value proposition
- **Visiting the virtual market:** Explore innovation opportunities first-hand through e-meetings with key companies, research organisations, potential collaborators and partners through pre-arranged meetings and organised matchmaking
- **Exploiting the opportunity:** An exploitation workshop and one-to-one support from an Innovate UK EDGE Innovation and Growth Specialist to follow up and help you take advantage of the opportunities identified. (1 day workshop and working with an Innovate UK EDGE Innovation and Growth Specialist)

INNOVATION ACTIVITIES – EXAMPLE ITINERARY (subject to change):

Date	Activity
28 April 2022	Pre-activity workshop in Newcastle
May 2022	Opportunities for 1:1 B2match meetings with Chinese companies, research institutions and investors
June 2022	Virtual workshop 1 with Beijing Hospital Consortium and Partners
September 2022	Zhong Guan Cun (ZGC) forum - facilitating global exchanges and cooperation on high-tech innovation
October 2022	Virtual workshop 2 with Beijing Hospital Consortium and Partners
November 2022	China International Silver Industry Exhibition (virtual)

TO APPLY FOR THIS INITIATIVE, YOU MUST:

Be a UK based innovation-led company with ambitions to grow and internationalise

Be a company with fewer than 500 employees

Be able to attend and complete all activities

WHAT IS THE COST?

Innovate UK and Innovate UK EDGE will fund and organise travels within the UK and conference fees where applicable for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded. On acceptance to the initiative a commitment fee of £500 will be obtained from each delegate, which will be refunded on completion of the full activities and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all the commitment fee.

HOW TO APPLY?

The Global Business Innovation Programme has a competitive application process where only the best applications will be successful following an evaluation process. All applications must be made online through the Innovate UK EDGE website and received no later than 23 March 2022. Applicants notified of outcome week commencing 18 April 2022. Innovate UK is committed to improving the diversity of who we support. As such, we welcome applications from under-represented groups.

ADDITIONAL INFORMATION & ASSISTANCE: Please note: Successful applicants will be expected to fully comply with any conditions of the virtual and hybrid activities in the UK and with China.

Register for applicant briefing event on 8th Feb 2022 [here](#). To fill in the online application form please visit the Innovate UK EDGE [website](#). For more information, assistance with your application or to discuss accessibility needs, please contact enquiries6@innovateukedge.ukri.org