UK Innovation Station at the Formula 1 Rolex Australian Grand Prix 2023

30 March to 2 April

Melbourne, Australia

GREAT

BRITAIN & NORTHERN IRELAND

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Foreword

The British Grand Prix – also given the honorary title of Grand Prix d'Europe – was the first official World Championship back in 1950 and Britain has become the international home of F1 with many of the international teams participating in Melbourne headquartered around Silverstone. So, from Silverstone to Melbourne, we are connected.

I am therefore delighted to be at our 'Innovation Station' here at the Formula 1 Rolex Australian Grand Prix, and to host Lord Johnson, our Minister of State in the Department for Business and Trade. This is one of the most exciting and prestigious events in the world of motorsport.

F1 is at the cutting edge of technology with many cross over technologies relevant to other sectors from technical textiles to health tech. The backdrop of the Grand Prix helps us showcase Britain as a Tech Superpower. The launch of our International Technology Strategy last week in London underlines our ambition including building the international partnerships we need, not least with Australia. Ours is a relationship that both endures and grows in depth and breadth and through it we can meet the competition at pace and drive forward our shared ambition.

And beyond the Grand Prix we can look forward to our Free Trade Agreement's entry into force, a win-win for both Australian and UK business where we can share the podium together.

Vicki Treadell

UK High Commissioner to Australia

Foreword

The Formula 1 Rolex Australian Grand Prix in Melbourne brings together people and companies from across the world to celebrate world class sport, innovation and technology. I'm delighted that the UK and some of its world class companies will be a part of this through the UK Innovation Station in the Grand Prix Tech Hub.

Innovation and technology will be at the heart of required solutions to the great challenges of our times. I invite you to join us to see things differently at our UK Innovation Station where we'll be showcasing some of the best science, technology and innovation the UK has to offer.

The GREAT Britain and Northern Ireland Campaign, in partnership with UK companies, aims to inspire creative thinkers, daring dreamers and curious scientists, where fresh ideas and unique perspectives are welcomed. From electric vehicles to virtual reality, our UK exhibitors include JCB, Micro Focus, Grimshaw, Bremont Watch Company, the London Electric Vehicle Company, and a highlight of Australia-UK research innovation.

We also want to demonstrate the role that the UK-Australia relationship can play in this. While geographically distant, our relationship couldn't be closer. Come join us and our companies, to see the difference that is already being made and how through science, innovation and technology we will be able to not only see things differently but also change our world for the better.

With the UK and Australia signing the Free Trade Agreement in 2021, our trade and investment relationship is stronger than ever. Together our ambition is to create new opportunities for collaboration between our countries. The UK has been a leading innovator in technology, and with commitments in place across the green revolution, space, cyber and critical and emerging technologies, and the AUKUS technology partnership, I encourage you to talk to our UK Government team at the UK Innovation Station to find out more about our UK presence in Australia.

Warm regards,

Steph Lysaght

British Consul-General – Victoria, South Australia and Tasmania
UK Government

Great Sustainability digs deeper

JCB's zero emission machines are supporting industry across the world in reducing their impact on the climate.

To see things differently, choose the UK.
Find out more at great.gov.uk

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JCB

JCB

Contact

For direct enquiries:
Contact JCB-Heavy Equipment Machine & Earth Moving Equipment

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www.jcb.com

Company Introduction

JCB, the world's third largest construction equipment brand by volume, has 22 plants on four continents: 11 in the UK and others in India, Brazil, the USA and China. The company employs more than 18,000 people worldwide.

JCB is privately-owned and the company was founded on October 23rd, 1945, by the late Joseph Cyril Bamford CBE. His son Anthony, now Lord Bamford, has been Chairman since 1975.

In 2021, JCB unveiled its first ever products powered by hydrogen. JCB's purpose-engineered zero CO^2 hydrogen engine was designed after a challenge to the company's engineers from Lord Bamford. The company is investing £100 million in the project and has two prototype hydrogen-fuelled machines on test.

JCB in the market

In 2019, JCB went into full production with the world's first all-electric mini excavator – the 19C-1E. With zero exhaust emissions at point of use and considerably quieter than a standard machine, the pioneering model has been a huge success, with JCB celebrating production of its 1000th model in December 2022.

Four lithium-ion batteries provide 20kWh of energy storage – enough for a full working shift for the majority of customers on a single charge. It has proved a big hit in emissions and noise-sensitive inner-city areas – whether working indoors or outdoors, in factories, in tunnels, in basements or on utility projects.

Great Technology

transforms at 322kph

Driving innovation and powering sustainability, Micro Focus is Jaguar TCS Racing's official technical and analytics partner. Micro Focus software supports the team's pursuit for success in the ABB FIA Formula E World Championship, the world's first net-zero carbon sport.

To see things differently, choose the UK.
Find out more at great.gov.uk

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Micro Focus

Micro Focus (OpenText)

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Company Introduction

OpenText has completed the purchase of Micro Focus. We are excited to provide expanded offerings to support our customers' growing needs to digitise and work smarter. The world of information management just got stronger. OpenText can help you tackle the most complex digital transformation programs with confidence. We are now 25,000 experts strong making us better able to help our customers and fuel our innovation. OpenText powers and protects information to elevate every person and every organisation to be their best.

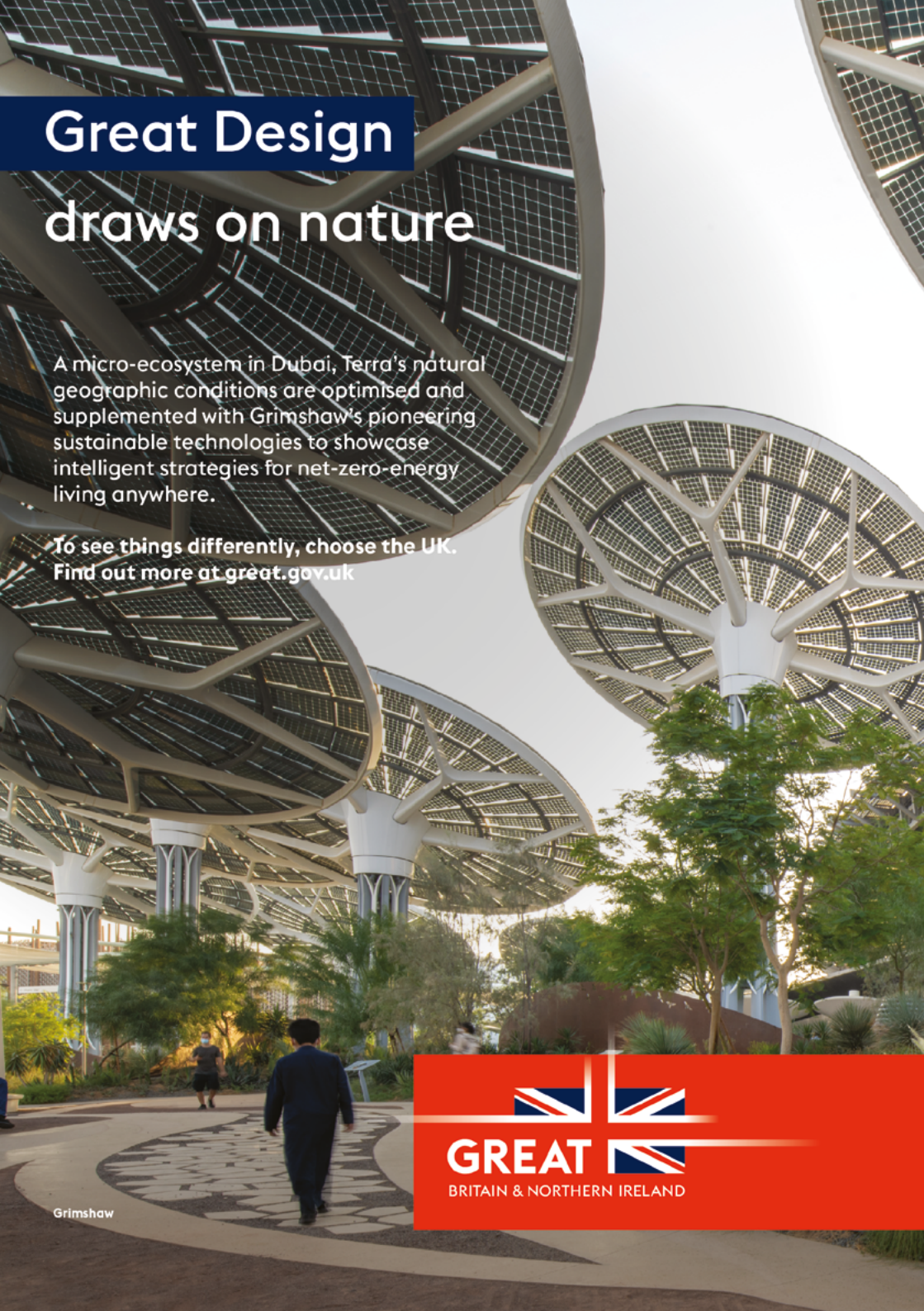
Micro Focus in the market

Winning the Digital Transformation Race.

Enterprise organisations are similar to a racing team. Each organisation is competing in the digital transformation race and each department must work together to keep their organisation ahead of the pack.

With Micro Focus recently joining OpenText, our expanded software portfolio has all the tools required for you to stay in pole position. Whether you need to accelerate and optimise application delivery, modernise core business applications, strengthen your cybersecurity resilience posture, or gain productivity in your IT operations – all underpinned by advanced analytics and AI – we can help you and your organisation run and transform at 322 kph.

Learn more about our combined powerful enterprise software portfolio and professional services at Microfocus.com and OpenText.com.


Great Design
draws on nature
A micro-ecosystem in Dubai, Terra's natural geographic conditions are optimised and supplemented with Grimshaw's pioneering sustainable technologies to showcase intelligent strategies for net-zero-energy living anywhere.
To see things differently, choose the UK.
Find out more at great.gov.uk
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Grimshaw

GRIMSHAW

Grimshaw

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Company Introduction

Grimshaw is a global practice focussed on providing innovative design solutions that respond to the environmental, cultural and economic context of each project, and the needs and resources of the contemporary world.

Our work in Australia began with the Southern Cross Station redevelopment in 2002. Since then, Grimshaw has established studios in Melbourne and Sydney, and continues to contribute to city-shaping projects throughout Australasia, including the world-recognised Olderfleet development in Melbourne, the Monash University Woodside Building for Technology and Design, and the current redevelopment of Marvel Stadium.

Characterised by strong conceptual legibility and innovation, our work is underpinned by the principles of humane, enduring and sustainable design. Our practice has set targets to design net-zero-carbon-ready buildings and infrastructure by 2025 and deliver socially and environmentally regenerative buildings by 2030.

Grimshaw in the market

Everything we produce, from buildings to master plans to industrial design, is the culmination of an evolutionary process that derives beauty from form, economy and efficiency.

Terra, the Sustainability Pavilion Expo 2020 Dubai, is one such example. A micro-ecosystem in Dubai, Terra's natural geographic conditions are optimised and supplemented with Grimshaw's pioneering sustainable technologies to showcase intelligent strategies for net-zero-energy living... anywhere in the world.

Terra explores the potential for buildings and their users to be self-sustaining and regenerative - aiming to influence thousands of visitors by empowering them to understand the environmental impacts of the choices they make daily.

Designed for optimal performance in both Expo and 'legacy' mode, Terra is net zero water. To achieve this, a range of innovative strategies and technologies were integrated, including wastewater reuse and sewer mining, bringing to the region new technologies for better landscape and architectural integration through an ecological approach to systems.

Great Innovation

is all in the timing

As the Official Timepiece Partner for Williams Racing, Bremont brings high performance, extreme durability and precise technological engineering to life in the fast lane. With state-of-the-art manufacturing, Bremont is paving the way for a new era in British watchmaking.

To see things differently, choose the UK. Find out more at great.gov.uk

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Bremont

Bremont Watch Company

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Company Introduction

Bremont is a luxury watch brand, manufacturing mechanical watches in Henley-on-Thames, England. Cofounded by brothers Nick & Giles English in 2002, Bremont has made a substantial impact on the watch industry in a short period of time.

The brand remains true to its original principles of durability, legibility and precision, also manufacturing watches for some of the most exclusive military squadrons around the world.

Bremont continues to play an influential role in revitalising the British watch industry, the birthplace of numerous timekeeping innovations still used today. The brand is now in the top handful of chronometer producers in the world.

Bremont in the market

In 2021, Bremont opened of The Wing, a 35,000 sq ft Manufacturing & Technology Centre in the heart of Henley-on-Thames, England, and launched the brand's ENG300 movement series. To bring this proprietary movement series to fruition, a new manufacturing line for machining base components and T0 assembly was realised at The Wing which required significant investment into new machinery, staff, and training.

The ENG300 signals the first time in 50 years that mechanical movements have been built at scale on British shores. All Bremont watches powered by an ENG300 movement are rigorously tested using Bremont's H1 Timing Standard, directly comparable to the ISO3159:200 Chronometer test.

To ensure extreme durability, whilst not a standard part of the H1 Test, Bremont has housed the ENG300 in a concept watch case and put it through its paces on live ejection launches with brand partner and leading ejection seat manufacturer Martin-Baker.

About UK-Australia Science and Innovation

Within the UK Innovation Station at the Formula 1 Rolex Australian Grand Prix 2023, the UK Government is pleased to be highlighting some of the collaborative science and innovation research that is happening between the UK and Australia. The projects highlighted include collaborations between:

- Australia's Deakin University and the UK's Coventry University
- UK and Australian universities and Antarctic research institutes along with UK company Spire Global; and
- A consortium of Australian universities in partnership with the UK's University of Cambridge, University of Nottingham and UK company Vertical Future.

UK-AU science collaborations have received renewed focus in early 2022, spurred on by AUKUS, the Indo-Pacific Tilt, the UK-Australia Free Trade Agreement (specifically with regards to the innovation and Mobility chapters), a Clean Tech Partnership, a Cyber and Critical Technology Partnership, the Space Bridge and the joint announcement in February 2022 by our Prime Ministers of the Science Partnerships Series, to bring research communities closer together to create ground breaking science and innovation in priority areas.

Collaboration between the UK and Australia is prevalent across all aspects of higher education and research. There are over 500 agreements between Australian and UK institutions with the main focus of these agreements being student exchange, academic and research collaboration, and staff exchange.

Australia is named as a key partner country for science and technology innovation within the UK Government's strategy with both countries positioned as global research and development leaders and the UK hopes to catalyse high quality research collaborations through developing such international partnerships.

TramVR

Australia's Deakin University and the UK's Coventry University

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Research collaboration overview

TramVR is a collaborative project between Deakin University, Australia and Coventry University, UK. The project investigates the use of Virtual Reality (VR) technologies for both training tram drivers as well as providing an environment where new operator interfaces for driving trams can be evaluated.

Training within VR provides the ability to expose drivers to scenarios which may be difficult to access in the real world. Being able to trial new approaches to driving interfaces for trams within VR reduces the time and expense involved and supports for rapid design iteration.

The IceCube Project

UK and Australian universities and Antarctic research institutes along with UK company Spire Global.

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https://scienceshane.com/2022/05/14/unsw-science-partner-stories/

Research collaboration overview

Sea ice is a "corner piece" of the climate-change jigsaw, where atmosphere, ocean, and ice processes are most closely linked. Detailed observations of sea ice are thus crucial for developing improved models of sea ice processes and their global impact.

The IceCube project is a pioneering collaboration between UK and Australian scientists and engineers to use low-cost small satellites (cubesats) and artificial intelligence to measure sea ice from space. Sponsored by the UK-Australia Space Bridge program, the project is a collaboration between universities and Antarctic research institutes in both countries and UK-based satellite company called Spire Global. The outcomes of this project will help us understand and predict future changes in Antarctic sea ice in a warming world.

Plants for Space (P4S)

A consortium of Australian universities in partnership with the UK's University of Cambridge, University of Nottingham and UK company Vertical Future.

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Research collaboration overview

Long-term off-Earth habitation is on the horizon.

By 2028, an established presence on the moon will be a precursor to crewed Mars missions, but key challenges still exist. Long-term Space habitation will require a nutritious, varied food supply to sustain physical and mental well-being for humans, as well as the technology to provide robust, reconfigurable, and on-demand generation of resources.

In this regard, Space habitation echoes the multi-faceted sustainability challenges we face in food and biomaterial production on Earth.

Our mission is to re-imagine plant design and bioresource production, through the lens of Space, to enable off-Earth habitation and provide transformative solutions for improving on-Earth sustainability.

P4S works in partnership with the University of Cambridge, University of Nottingham, the UK-based agri-tech company Vertical Future, and many other leading international research institutions. Together, our breakthroughs will offer new plant efficiency solutions for sustainable controlled environment agriculture, food and bio-resource production.

Scan to connect with the ANZ Trade and Investment team

About the UK Department for Business and Trade (DBT)

The Department for Business and Trade (DBT) works to create Free Trade Agreements, reduce market access barriers, generate inward investment into the UK and to support UK companies to export to the world.

DBT's Sector Teams work as the departmental sector experts to help inform trade policy and influence decision-making affecting industry and commercial opportunities for the UK.

We are a world-class trade negotiation and trade promotion department. Our global network of highly dedicated staff brings together policy, promotion and financial expertise. Our mission is to create a prosperous future for all by delivering our priority outcomes:

1. Secure world-class free trade agreements and reduce market access barriers, ensuring that consumers and businesses can benefit from both.
2. Encourage economic growth and a green industrial revolution across all parts of the UK through attracting and retaining inward investment.
3. Support UK business to take full advantage of trade opportunities, including those arising from delivering free trade agreements, facilitating UK exports.
4. Champion the rules-based international trading system and operate the UK's new trading system, including protecting UK businesses from unfair trade practices.

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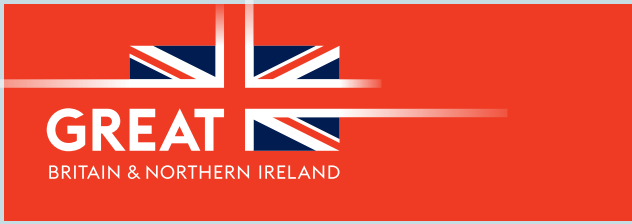

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