



# Coventry & Warwickshire Chamber of Commerce (UK)

Market visit to Singapore  
14th - 18th March 2011

Delegate Listing

**Ajay Desai – Market Visit Leader – Singapore**



**Coventry & Warwickshire  
Chamber of Commerce**

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In addition to leading the market visit, of particular interest would be to meet with other organisations interested in developing trading links with the UK.

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**John Latham**



**Coventry University  
Enterprises Ltd**

The TechnoCentre  
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**John Latham  
Deputy Vice-Chancellor and  
Director of CUE Ltd**

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CUE Ltd runs much of Coventry University's commercial, income-generating and business-partnership work. It works in a regional, national, European and international context and focuses on innovation, design, high performance automotive engineering, health, environment and ICT as areas of expertise. Through this activity it has to date supported thousands of SMEs through specific projects and support programmes. Over 200 SMEs have been established with the support of CUE and many more have benefitted from one-to-one involvement.

CUE also operates the University's award winning Technology Park, a supportive and prestigious location for knowledge-based and high-tech companies.

## **Tim Luft**



### **European Innovation Ltd Tim Luft Managing Director**

The TechnoCentre  
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European Innovation is currently working in partnership with a number of UK and European Universities with regard to the development of international Research and Development collaborations based around new technology and Serious Games. European Innovation also support the commercialisation of this research with a focus on Serious Games – as a result are keen to facilitate new projects in Singapore.

European Innovation are seeking to widen their network of partners in Singapore with a view to undertaking collaborative Research and Development with regard to a number of technology programmes and are investigating the development of a dedicated R&D facility in Singapore

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## **Frank Mills**



### **Frank Mills & Associates**

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### **Frank Mills Owner**

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The Company focuses upon the development of Public/ private partnerships to support economic regeneration.

The Company has a focus on Innovation, IT and Telecommunications.

The Company is seeking to establish further links with Singaporean companies to support Technology Transfer within UK partners.

The Company has a number of meetings arranged in Singapore with the MDA and NUS

## **David Wortley**



**Game2Growth Ltd**  
c/o Serious Games  
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**David Wortley**  
**Strategist and Consultant**

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Game2Growth is a serious games developer specialising in games-based learning and games for culture and heritage.

We are looking to develop new partnerships and explore setting up partners in Singapore.

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## **Richard Smith**



**PIXELearning**  
Unit 6, The Serious Games  
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PIXELearning, a leading provider of Immersive Learning Simulations (Serious Games) focusing on the utilisation of gaming technology for Learning. Creating highly engaging educational experiences for Leadership, Role Play and Business Training, we deliver measurable results for professional business education and development.

All simulations are devised to meet with the opinions and needs of its users and that is no different for our Serious Games. Using scenarios we emphasis learning by doing through immersive online training, with the aim of encouraging coaching, team work, problem solving and communication skills.

With over 7 years experience our skillset has expanded in multiplayer and role play technology, computer games, simulations, instructional, graphics, rich media and complex software design. Our in-house technology tool (LearningBeans®) allows us to constantly deliver high quality bespoke solutions on time and very cost effectively.

We are hoping to establish a potential outsource development and evaluate market potential within the Asian market with particular emphasis on a newly established projects.

## **Thomas Hegarty**



Rolling Sound  
Coventry Innovation  
Centre  
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Thomas Hegarty

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RollingSound have been at the forefront of Digital Multimedia Education in London and the South-East since 2003. We specialise in developing and delivering accredited multimedia, Personal Social Development and Numeracy and Literacy courses.

Our mission is to use creativity and multimedia to help re-engage young people across the UK, giving them a chance to grow personally and socially through meaningful projects and courses.

A pioneer of outreach multimedia course provision over 7 years ago, RollingSound was the first organiser in the sector to take advantage of new portable digital technologies, sending the latest equipment and CRB checked practitioners to areas without provision or with an identified need.

We are looking at Educational Opportunities for RollingSound with the MDA and other sources.

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## **The Playmob**



**The Playmob t/a Digital  
2.0 Limited**

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The Playmob are world class providers of games for Mass Awareness, Training, Education and Social Change. We make games that make people smarter. We have over 10 years experience and are the original thought leaders in the games for learning space. Our games stand out because we make them FUN, which engage an audience, and facilitate POWERFUL LEARNING. Our talented team of creative and professional individuals create bespoke games to suit clients requirements and objectives while ensuring the end users needs and interests are at the core of any development. Within the business we do pre-production, production and post-production, across platforms, and outsource to specialist back end development teams when and if this is required. Working across platforms (online and/or mobile) and carrying out due diligence first, gives us the flexibility to have the client and the end user at the core of our productions. We have worked with some of the biggest names, including Shell, IBM, PwC,

Futurelab, Houses of Parliament, the White House and various Universities and Schools around the world.

Our objectives for participating in this market visit are threefold:

1. Explore new business opportunities with companies looking to incorporate games as an educational tool in their organisation
2. Partner companies that we can work with to develop games using innovative new technologies, with a view of possibly creating a more permanent working base in the region
3. Seek distributors and sponsors for our latest social networking game – Weforest.