

UPCOMING EVENTS

BIG-Kent Breakfast Event 28th Nov 2012

Intellectual Property Rights and Wrongs: focus on Trademarks

Venue: University of Greenwich, Chatham, ME4 4TB

All the world's household name companies have brands which are instantly recognisable. But protecting your brand isn't only important for the likes of Apple, Coca-Cola, and BMW. Trademarks are relevant to almost all businesses of any size which have a brand image and reputation to protect. However, many SMEs don't realise the potential value and security that trademark protection can bring to their business. Using practical examples and case studies from SMEs, **Simon Stanes**, head of EIP's trademark practice **EIP Brands**, will explain what trademarks are, their potential value to your business, and explore whether you should consider trademark protection for your brands and products. Find out what trademarks can be used to protect, what's involved in registering them, and how you can enforce your trademarks.

About the speaker: Simon Stanes is a European and UK Trademark Attorney and head of the trademark practice EIP Brands at intellectual property attorneys and solicitors EIP. Simon has more than 15 years' experience in trademark prosecution and advising clients in sectors as diverse as engineering and IT, pharmaceuticals, finance, music and media industries. **For more information about this event and to register your interest please email at info@big-kent.org.uk or call on (01634) 883912.**

3rd Industrial Workshop 10th December 2012

Innovative Product Development and Manufacturing

This event follows the successful industrial workshops hosted by BAE Systems (Rochester, July 2011), and Cummins Power Generation (Ramsgate, March 2012). The purpose of the workshops is to bring together companies in Kent and the surrounding areas, to discuss and share experience in manufacturing engineering, focusing on strategic issues related to new product development and associated lifecycle activities. In particular, this workshop will focus on **product lifecycle management** and related topics. This workshop will be a joint event with the industrial and academic partners of the recently awarded EU INTERREG project - **BENEFITS (Building an Expertise Network for an Efficient Innovation and Training System)** in both the UK and French sides of the Channel. In addition to senior industrial speakers from **BAE Systems, Ford, Cummins Power Generation** and other major manufacturing companies in the Kent and surrounding areas, we have invited senior speakers from the French side of the Channel to share with us. The format of the workshop will be interactive discussions about industrial problems, issues, solutions and trends in product lifecycle management and related topics such as collaborative product development, maintenance and service management, sustainability, innovation and knowledge management, manufacturing planning, supply chain management, quality management, and customer requirement management. This special interest group has had two informal meetings on **statistical process control** and **six sigma** in July and October this year which provided opportunities for in-depth discussions on this special topic. We would also like you to propose a short presentation, or a list of questions/issues for discussion at the workshop.

2012-13 Calendar

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| Dec 18 th | Sector Skills Council for Science, Engineering and Manufacturing Technologies, London region meeting |
| Feb 13 th and 14 th | Southern Manufacturing Show 2013 , FIVE, Farnborough
BIG-Kent network partners, University of Greenwich, MJ Allen Group, Circatron, Rastervision will be exhibiting for a third year in series. For exhibiting opportunities as part of the network please contact us. |



Sub-Regional Network for
Technology,
Engineering & Manufacturing
www.big-kent.org.uk

**Supporting
Organisations:**



UNIVERSITY
of
GREENWICH



The
manufacturers'
organisation



Event Partners



March	Factory Automation workshop and EU-IMOCCA project industry group; in partnership with PI-UK
April	1) Intellectual Property Rights seminar 2) Kent Vision 2020 exhibition
May	Standards Master class

For more information about the above events and to register your interest please email at info@big-kent.org.uk or call on (01634) 883912.

NEWS UPDATES and ARTICLES

Updates from recent events and shows

Summer event 25th July

Members of the BIG-Kent network and companies involved in science, technology, engineering and manufacturing related sectors attended the summer event and exhibition on the on the 25th July 2012 at the St George's centre, Medway Chatham Maritime. The event featured a series of presentations from senior industrial and academic speakers on issues that are key to science, technology, engineering and manufacturing (STEM) related industries, R&D tax credits, capital allowances, venture capital investment and commercial banking issues which affect companies operating within STEM sectors. The session on "Mindfit" was commended by the delegates as the most engaging and thought provoking.

East Kent B2B Dover and Construction Expo Chatham

BIG-Kent exhibited successfully at the East Kent B2B Dover promoted by the Kent Channel Chamber of Commerce on the 10th Oct and at the Construction expo Chatham promoted by the Kent Invicta Chamber of Commerce. Both events were a success helping to reach out to the industry community highlighting all the good work and efforts undertaken by the BIG partners and members.

Apprenticeship opportunities facilitated by SEMTA

The **Sector Skills Council** for Science, Engineering and Manufacturing Technologies (SEMTA) is promoting a streamlined apprenticeship scheme targeted at Manufacturing companies, part funded by SEMTA. BIG-Kent is working together with SEMTA to promote this scheme for the benefit of the network members. For more details about this scheme contact us at info@big-kent.org.uk or Tel 01634 883 912

Why Mind Fitness is Essential in Uncertain Times – by Prof Victor Newman

Where are we now? A reality check.

All economies and businesses go through cycles of decay and rebirth. This means that the natural tendency to plug away at doing the same stuff in the hope that the familiar old reality will return, whilst comforting, is ultimately futile. The old rules don't quite work the way they used to. Part of the problem of the recession is that the nature of business decay has been disguised by artificial and unsustainable levels of government borrowing that created an artificial boom in growth that has become seen as a normal state.

Innovate or Die – you only need to first make time to innovate

The current economic climate is unpredictable because cash-rich businesses are holding on to their money and not investing it, because they cannot predict where the market will go

Event Partners



Contributors:

1. Invicta IP
2. Magee Gammon
3. Clydesdale Bank
4. Mindfit Ltd
5. Tony Zemaitis
6. EEF



next and how low customer demand may fall. And yet we know that the old trick of manufacturing products or delivering services that people actually want to buy still works under most conditions: the long-delayed but welcome success of the British Automotive industry says it all - JLR is having problems meeting global demand. Apple is having a dip in analyst expectations because its customers are not buying the current iPhone because they know that the replacement will be available in November. What marvellous challenges to have to face in a global recession!

Do the Right Thing

There's a great quote from Warren Bennis to the effect that: "Managers are people who do things right. [whilst] Leaders are people who do the right thing". Under stress, organisations and individuals tend to do 2 dangerous things: firstly they focus on hygiene behaviours (tidying or focusing on cosmetic issues – hence "re-arranging deckchairs on the Titanic") that comfort with familiarity instead of coming to terms with the new situation. This tidying behaviour under pressure often takes the form of ensuring that "things are done right" are done properly even when they are not solving the real problem that needs to be addressed. The second dangerous behaviour is the tendency to work on solving the problem they are already familiar with, which is usually not the problem that needs working on.

How Mad Do You Have To Get Before You Want To Change?

There is an old definition of insanity as "doing the same thing over and over again and expecting different results" attributed to Benjamin Franklin, Einstein, and Rita Mae Brown. How much insanity can we afford?

So what's the solution, the key to change? Get your organisation Mind Fit - with the right attitude, behaviour and mind-set so your business is fit to compete. Mind Fit is about learning to face your current reality and deliberately changing your thinking approach in order to succeed, by learning to pay attention to new variables that determine success in a changed situation or a situation you want to change by changing your performance. Just as Lean Thinking was a response to the 1973 Oil Crisis, a systemic methodology that focused on waste reduction by identifying forms of waste that were an accepted cost in the automotive industry and eliminating them, Mind Fit is about recognising forms of behavioural waste in your current situation, confronting them and reducing them drastically to release energy to innovate.

Mind Fit awareness is the equivalent of an athlete learning to change the self-imposed rules of performance by removing an invisible rucksack full of rocks that a careless coach made them wear, and learning to run faster, different races without it. Mind Fit is about giving yourself the freedom to innovate personally, in your relationships, and in your organisation. **As Gandhi said: "be the change you wish to see in others"**

For more information www.MindFitLtd.com

Every little helps – are you taking full advantage of the available R&D Credits ?

In recent times Research and Development (R & D) tax credits available to SMEs have gone through some, largely favourable, changes.

From April 2012 the credit available to SMEs is 225% on qualifying expenditure, which would mean that a company paying Corporation Tax at a rate of 20% would effectively get maximum relief of 45%. Further beneficial changes include the fact that there is no longer a minimum spend (previously £10,000) on Research and Development, which does open up the scheme to many smaller businesses. The previous rule of limiting the payable R & D



credits to PAYE/NIC liabilities has also been removed, which should provide some assistance to loss making and start-up businesses.

It is worth noting that any kind of innovation may qualify for R&D tax credits and this is not limited to a laboratory based business or even a successful project. The key point is that the work that is being undertaken” **...seeks to achieve an advance in overall knowledge or capability in a field of science or technology through the resolution of scientific or technological uncertainty.**” Recently we have seen claims made by software companies; those involved in calibration equipment, and have heard of an example of a butcher making a claim in connection with improving the texture of his sausages! All businesses should therefore be reviewing their activities to see if there is any way to take advantage of these generous allowances. Time to discuss with your accountant! Please note that this article is for guidance only and professional advice should be obtained before acting on any information contained therein. For more information <http://mageegammon.com/>

The Nucleus Business and Innovation Centre in Dartford

The centre provides 30,000 sq ft of flexible offices, virtual offices and a range of conference and meeting rooms, including an iLab.

The centre provides a contemporary working environment designed to give businesses a flexible, professional and supported place in which to grow your business. The Nucleus Business and Innovation centre in Dartford is housed within a professional and modern building with flexible, cost-effective office space equipped with the very latest technology. Individual offices from 132 sq ft to 2,000 sq ft of office space and the centre can accommodate up to 64 start-up and growing companies with 1 to 25 employees. The centre has a range of conference and meeting rooms up to 60 delegates, which are available to hire by the hour or by the day by internal or external companies. They are ideal for anything from training sessions, workshops, launch events or board meetings. The facilities include an ‘innovation lab’ or iLab, a creative thinking space, designed for brainstorming and problem solving in a structured and effective way. Companies within the Dartford centre also have access to business support and guidance through the staff at the centre, our local Regional Director, and a selection of local support organisations, enabling them to overcome barriers and realise their potential. For companies not yet ready for a physical office, the centre also offers virtual office solutions. The Nucleus in Dartford is located on The Bridge a major new centre for knowledge-based industries at the heart of the Thames Gateway with working, living and education space integrated within the community. The Nucleus forms part of the Kent Innovation corridor.



"BIG-Kent established in 2009, is the umbrella network in Kent and SE LEP area for Manufacturing, Engineering and Technology sectors. It is a platform for peer-peer learning and collaborating aimed at private and public sector opportunities, supply chain, funding, partnerships, innovation and growth. BIG, led by the local Manufacturing industry community is promoted by the University of Greenwich at Medway in Kent, the Kent Invicta Chamber of Commerce, the Kent Channel Chamber of Commerce, Enterprise Europe Network (south east), EEF-The Manufacturers Organisation, Archant KOS Media (Media Sponsors), the Institute of Directors Kent, The Bridge Nucleus and The Medway Innovation Centre. Key support organisations also form the Advisory Group that includes key Kent Manufacturers (MJ Allen Group, Wirebelt Ltd); they represent the wider interests of the business community, gauge relevance of activities set-out to promote the BIG members' interests and support the activities". BIG-Kent partners with equivalent networks in London and South East forming the London and South East Manufacturing Alliance. For more details please visit www.biq-kent.org.uk "

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