

Dr Ben Todd of Arcola Energy Ltd to take the stage at UK's leading multi-sector business event

Dr Ben Todd of Hackney-based SME Arcola Energy Ltd to present alongside senior figures from government and utilities in a session entitled *Innovation: Changing the Energy Landscape*

LONDON, UK, 12 March 2013 - Renowned energy entrepreneur Dr Ben Todd of Arcola Energy will today join a stellar line-up of speakers at a new, multi-sector, networking event, 'Innovate UK'. The joint venture from the Technology Strategy Board and UK Trade & Investment unites the highly successful Innovate and TechWorld events and will showcase cutting edge innovation from across the UK.

Handpicked from a pool of the 'best of the best' in British creativity and innovation, Ben will share his views on how energy generation and usage must be changed through new technologies and a new understanding of energy by individual end-users in a session entitled *Innovation: Changing the Energy Landscape*.

Innovate UK, which takes place on 11-13 March, 2013, at the Business Design Centre in London aims to drive economic growth. By bringing together individuals from UK and international business, Government and academia, Innovate UK will help companies identify new investment, international trade, innovation and collaboration opportunities through networking.

Dr Ben Todd, Managing Director of Arcola Energy Ltd said: "The Technology Strategy Board and specifically the annual Innovate event provide real opportunities to fuse the ground-breaking work of innovative small companies with the might of global players. Such collaborations are crucial to making the changes necessary to provide a healthy future for all of us, driving the UK economy in the process."

Iain Gray, Chief Executive of the Technology Strategy Board said: "We're delighted Dr Ben Todd has agreed to join us in this important conversation about UK innovation. All our speakers

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have been specially selected by the Technology Strategy Board and UK Trade & Investment to feature at Innovate UK and can demonstrate true expertise in their specialist areas.”

Nick Baird, Chief Executive of UK Trade & Investment said: "Over the last two years, businesses that attended Innovate and TechWorld collectively generated over £70m worth of UK trade; 65% of them identified new business opportunities and 77% said they learned something that would help them to innovate. By bringing the events together we hope to deliver even more success for UK businesses whether by helping them grow through innovation, international trade and investment or collaborative opportunities.”

Delegates attending Innovate UK can take advantage of one to one meeting opportunities, seminars, workshops, an exhibition and keynote sessions featuring leading business and ministerial representatives. During the three days, businesses can share knowledge, access expert advice, showcase innovation and find collaborative partners.

For more information, visit www.innovateuk2013.co.uk, follow us on Twitter @InnovateUK or join the conversation on [connect](#)

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About Innovate UK

[Innovate UK](#) is a joint venture between The Technology Strategy Board and UK Trade & Investment, uniting the highly successful Innovate and TechWorld events. The new, multi-sector, networking event 'Innovate UK' will provide opportunities for companies looking to accelerate their growth through technology innovation, international trade and investment.

About Arcola Energy

Arcola Energy is a multi-disciplinary developer, manufacturer and retailer of fuel cell-based low carbon energy solutions. We operate across a wide range of markets with applications in home, industry, construction, entertainment, education and transport sectors. Our business is applying understanding of end-user needs to deliver cost-effective customised solutions to individual end-users and OEM clients. Our success is built on open and collaborative relationships with clients, suppliers and partners. Arcola Energy is the UK agent and distributor for Horizon Fuel Cell Technologies. Development of Arcola's mass customisation manufacturing approach is supported by the UK Technology Strategy Board.

www.arcolaenergy.com

About the Technology Strategy Board

The Technology Strategy Board is the UK's innovation agency. Its goal is to accelerate economic growth by stimulating and supporting business-led innovation. Sponsored by the Department for Business, Innovation and Skills (BIS), the Technology Strategy Board brings together business, research and the public sector, supporting FHMission /CB/July12/ and accelerating the development of innovative products and services to meet market needs, tackle major societal challenges and help build the future economy www.innovateuk.org

About UK Trade & Investment

UK Trade & Investment (UKTI) is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high quality investment to the UK's economy – acknowledged as Europe's best place from which to succeed in global business. UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage. For more information on UKTI, visit www.ukti.gov.uk or visit the online newsroom at

www.ukti.gov.uk/media

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