

UK Robots March into the US in £8.8M Commercial Wins for UK Businesses



In June 2014, SIN teamed with Innovate UK and UKTI on a week-long Robotics Mission¹, joining eight of the UK's most innovative robotics companies in California and resulting in two UK commercial wins with a combined value of £8.8m to the UK economy.



Attracting the Best Talent

In advance of the mission, SIN provided guidance on the US robotics landscape, including insight into the key US robotic hubs. SIN was also central in reaching out to influential academics and businesses in the robotics community to attract the best talent to the event.

The Future of Robotics

The mission was designed to stimulate thinking on how mobile phone technology, 3D printing, and improved artificial intelligence can converge to drive the next generation of robotics innovation. The mission was opened by the UK Science Minister, who led a live streamed panel session² on the future of robotics. The mission raised the profile of the UK, with articles in the Huffington post³ and Forbes amongst others.

Opening New Markets

During the SIN led events, UK firms were able to develop their thinking, leading to greater innovation and opening new markets. They also made connections with local tech-intensive businesses to develop their understanding of this potentially lucrative market place.



£8.8M Commercial Wins for UK Businesses

As a direct result of this mission the UK economy grew by £8.8m with two UK businesses winning lucrative contracts for their latest developments in the field. In addition to this, another company was formed in the UK to develop the next generation of robotic hospital beds. The hospital beds will be designed and made in Blyth, Northumberland potentially adding both exports to the UK economy as well as jobs to its local economy.

SIN Los Angeles contact: Nicholas.Hooper@fco.gov.uk

¹ <http://roboticsmission.org/>

² https://www.youtube.com/watch?v=32kRc5Oq8vc&list=UUxtSt_iCM8XMy0Z-B2w9LSg

³ http://www.huffingtonpost.co.uk/2014/06/27/technology-strategy-board-robotics-mission-2014_n_5536382.html?utm_hp_ref=uk and http://www.huffingtonpost.co.uk/huw-davies/the-robots-are-coming-uk-_b_5525367.html

