

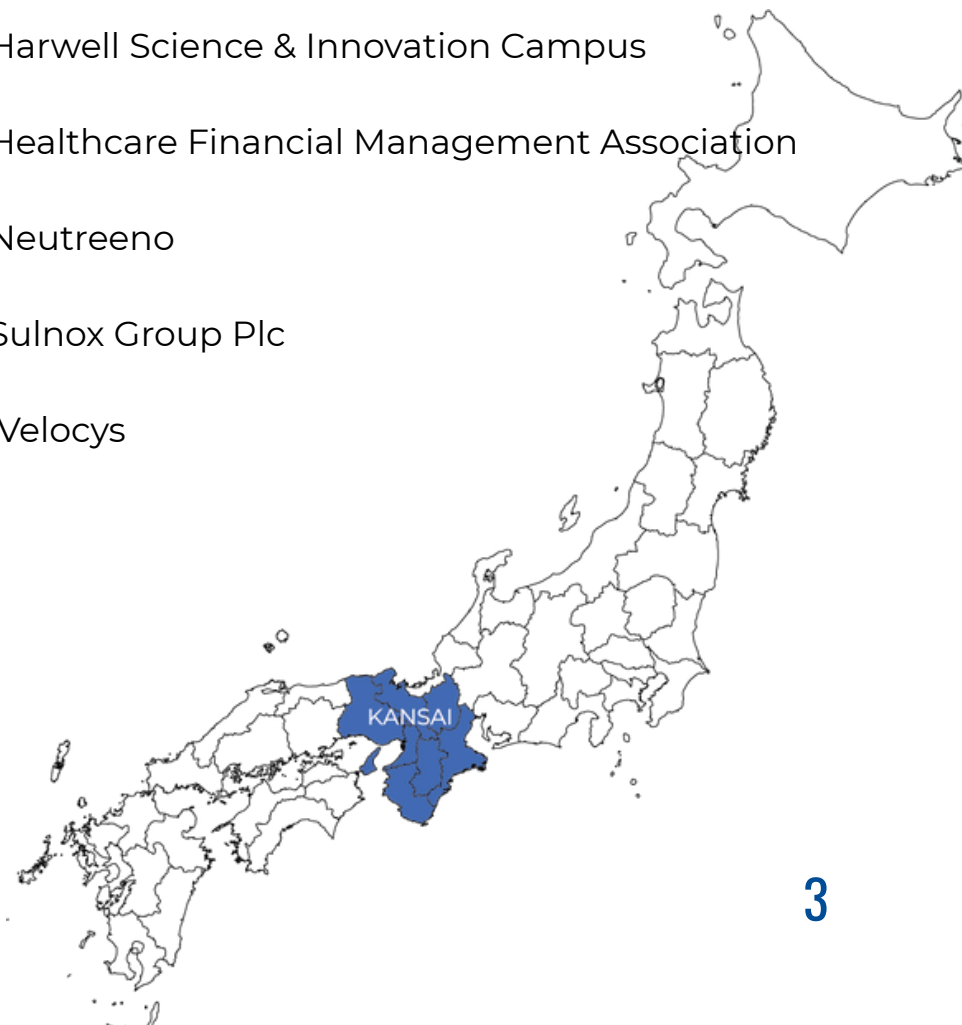
WORLD EXPO  
2025  
PROGRAMME  
**OSAKA**  
KANSAI, JAPAN

JAPAN TRADE MISSION 2025



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# Foreword

## Trade Mission to Osaka, Kyoto & Expo 2025

The Thames Valley Chamber of Commerce (TVCC) is delighted to be working with Osaka Chamber of Commerce (OCCI), Kansai Ministry of Economy, Trade and Industry (METI) and SME Japan to develop new connections, trade and investment opportunities with Osaka and the wider Kansai region, as well as visiting spectacular the Expo 2025, Osaka.

We know from our work together, over the past 10 years, that our Thames Valley Trade Mission participants can expect to learn from and greatly enjoy the entrepreneurial spirit of the region and the warm hospitality from a community at the cultural heart of Japan.

This latest Trade Mission from the Thames Valley, the leading technology region in the UK, is focused on the key sectors of innovation, technology & sustainability. It reflects a commitment to collaborate and share opportunities for open innovation and technology partnerships with the objective of establishing new commercial ventures and friendships.

We would like to thank our kind hosts and representatives that accompanied us and official partners, Harwell Campus, for their support in making this Trade Mission possible.

I am proud to be joining this mission, which is a result of our successful and established partnership between our two regions, and wish everyone involved, from the UK and Japan, a rewarding and enlightening time together.



# Itinerary

## TVCC Technical Tour hosted by METI Kansai (Ministry of Economy, Trade and Industry)

Tuesday 2<sup>nd</sup> September 2025

Transportation: Bus

08:30am - 06:55pm

METI Kansai will issue a press release about this tour with the delegation companies' names and websites. All the details for the 2nd have been arranged by METI Kansai, which is very unusual for the government organisation. They highly regard our delegation from the UK.

08:15	<b>Meet at the lobby of Hilton Osaka</b>	
08:30	<b>Depart from Hilton Osaka</b>	
08:55	<b>Arrive at METI-Kansai</b>	
09:00 - 09:25	<b>METI-Kansai</b> <ul style="list-style-type: none"><li>• Welcome remarks <i>by METI Kansai, Director-General Mr. Kazushige Nobutani</i></li><li>• Remarks <i>by British Consulate-General Osaka</i></li><li>• Introduction to the Kansai region</li><li>• Closing remarks <i>by TVCC Chief Executive, Mr Paul Britton</i></li></ul>	<b>3F "Castle Café"</b>
09:30	<b>Depart from METI-Kansai</b> <p>For the rest of the day, Mr Maehara, Head of International Department, METI will accompany us.</p>	
10:10	<b>Arrive at The University of Osaka</b>	
10:15 - 11:45	<b>Co-Creation Bureau, The University of Osaka</b> <ul style="list-style-type: none"><li>• Overview of initiatives</li><li>• Presentation by Microwave Chemical Co.,Ltd. <i>(a start-up from U of Osaka, now a listed company)</i></li><li>• Introduction to 'Industry on Campus'</li><li>• Introduction to "Efforts on Creating U of Osaka Startups"</li><li>• Discussion, Networking</li></ul>	<b>#B205 Techno Alliance Complex</b>
11:55 - 12:45	<b>Lunch</b>	<b>"Minerva" Icho-kaikan 2F</b>
12:55	<b>Depart from The University of Osaka</b>	

13:35	■	<b>Arrive at Kanadevia Corporation</b>	
13:40 - 14:35		<b>Kanadevia Corporation</b>	<b>A.I / TEC Seminar Room</b>
		<ul style="list-style-type: none"> <li>• Welcome remarks by Deputy General</li> <li>• Manager of ICT Promotion Headquarters</li> <li>• Introduction of Kanadevia, Kanadevia Inova</li> <li>• Visit to AI /Tech Center</li> <li>• Discussion, networking</li> </ul>	
14:40		<b>Depart from Kanadevia Corporation</b>	
15:50		<b>Arrive at Keihanna Science City</b>	
15:55 - 17:55		<b>Keihanna Science City</b>	<b>11F Lounge "Amanogawa+PLUS"</b>
		<ul style="list-style-type: none"> <li>• Observation the entire city from the 13th floor</li> <li>• Overview of initiatives by Keihanna</li> <li>• Overview of initiatives by ATR*</li> <li>• Presentation by startups located in Keihanna Science City</li> <li>• Discussion, networking</li> </ul>	
		<i>*ATR: Advanced Telecommunications Research Institute International</i>	
17:55		<b>Depart from Keihanna Science City</b>	
18:55	■	<b>Arrive at Hilton Osaka</b>	

## Business matching event in Kyoto hosted by SME Support Japan and Kyoto Research Park

**Wednesday 3<sup>rd</sup> September 2025**

**Transportation: Hired Car**

**08:30am - 08:00pm**

*SME Support Japan (Japanese government organisation) will arrange all the B2B meetings on the day and they will bring advisors, who specialise in Japan-overseas collaboration.*

08:15	■	<b>Meet at the lobby of Hilton Osaka</b>
08:30		<b>Depart from Hilton Osaka</b>
09:40		<b>Arrive at Kyoto Research Park</b>
09:50 - 10:35		<b>Opening Ceremony</b>
		<ul style="list-style-type: none"> <li>• Opening Remarks</li> <li>• One min Self-introduction by participants</li> </ul>
10:35 - 10:40		<b>Moving to a meeting room</b>
10:40 - 11:30		<b>B2B meeting (1)</b>
11:30 - 11:40	■	<b>Follow up with an advisor from SME Support Japan</b>

11:40 - 12:40	<b>Lunch break</b>
12:40 - 13:30	<b>B2B meeting (2)</b>
13:30 - 13:40	<b>Follow up with an advisor from SME Support Japan</b>
13:40 - 14:00	<b>Break</b>
14:00 - 14:50	<b>B2B meeting (3)</b>
14:50 - 15:00	<b>Follow up with an advisor from SME Support Japan</b>
15:00	<b>Sightseeing in Kyoto</b>
18:00 / 19:00	<b>Leaving Kyoto to Osaka Hilton</b>

## UK Day hosted by OCCI (Osaka Chamber of Commerce) and SME Japan (Japanese government organisation)

**Thursday 4<sup>th</sup> September 2025**  
**Transportation: Subway & on foot**  
**08:45am - 07:00pm**

08:30	<b>Meet at the lobby of Hilton Osaka</b>	
08:45	<b>Depart from Hilton Osaka</b>	
09:15 - 09:30	<b>Arrive at OCCI</b>	<b>All day event at the OCCI building</b>
10:00 - 10:10	<b>Part one – UK/ Japan Seminar</b>	
	<ul style="list-style-type: none"> <li>• Welcome remarks</li> <li>• (Speaker TBC)</li> </ul>	
10:10 - 10:25	<b>Keynote Speech</b> <i>Deputy Consul General, British Consulate General (TBC)</i>	
10:25 - 11:10	<b>Panel Discussion</b>	
	<ul style="list-style-type: none"> <li>• Japanese companies' business opportunities in the UK</li> <li>• Nurturing innovation through the UK-Japan collaboration</li> <li>• (Panelists TBC)</li> </ul>	
11:10 - 11:20	<b>Introduction to the UK delegation</b> <i>Masako Eguchi-Bacon, Head of Japan Desk, TVCC</i>	
11:20 - 11:30	<b>Business matching event with the UK companies (explanation to Japanese participants)</b> <i>Satoshi Uchida, Director, SME Japan</i>	
11:30 - 11:35	<b>Photo session</b>	

11:35 - 13:00	<b>Lunch and preparation for the B2B meetings</b> <ul style="list-style-type: none"> <li>• TVCC executives will have a lunch meeting with the Chairperson of OCCI</li> <li>• OCCI and SME Japan will take care of the delegation team during lunch time</li> </ul>
13:00 - 13:30	<b>OCCI – TVCC the Kansai – Thames Valley regional relationship 10 year anniversary MOA signing ceremony</b> <i>(everyone to attend)</i>
14:00 - 18:00	<b>Part 2: B2B meetings</b>
18:00 onwards	<b>Dinner near OCCI or at the centre of Osaka (TBC)</b>



**Note:**

*During the Part 2: B2B meeting, a table space is allocated to every delegation company (as photo). Please feel free to bring your company's catalogues or product samples.*

## EXPO2025

**Friday 5<sup>th</sup> September 2025**

**Transportation: Hired Car**

**01:00pm - 09:00pm**

*NOTE: EXPO requires entry tickets and pavilion bookings in advance and we have arranged everything for you. We will give tickets on the day. If we miss the slots, we may be refused for entry so please meet at the lobby of Hilton Osaka on time.*

*We will try to take a group photo at the pavilions.*

*Two METI Kansai government officials and one government official from British Consulate General will accompany us during the EXPO visit.*

Morning	<b>Free</b>
12:45	<b>Meet at the lobby of Hilton Osaka</b>
13:00	<b>Depart from Hilton Osaka</b>
13:40	<b>Arrival at the EXPO car park</b>
11:35 - 13:00	<b>PASONA Natureverse Pavillion</b> <ul style="list-style-type: none"> <li>• IPS heart display</li> <li>• Naturereverse Show</li> </ul>
15:30 - 16:30	<b>British Pavillion</b> <p><i>Welcome by Carolyn Davidson, Commissioner General for UK at EXPO2025 Osaka Kansai</i></p>

16:45 - 17:30	<b>Biogas Plant at the Japan Pavillion</b> <i>Kanadevia (who we visit on the 2nd) will host this visit.</i>	Turning waste from the Expo site to biogas and generate energy
18:00 - 18:40	<b>Future City Pavilion</b> <i>Kanadevia (who we visit on the 2nd) will host this visit.</i>	
19:10 - 19:35	<b>Spectacular Show of Water and Air</b> <i>hosted by Suntory and Daikin</i>	Mr Torii, who is Chair of OCCI and Vice Chair of Suntory holdings invited us to the show.
19:35 - 20:20	<b>Free time</b> <i>(we will decide the meeting point on the day)</i>	
20:30	<b>Leave the EXPO site</b>	
21:10	<b>Arrival at Hilton Osaka</b>	

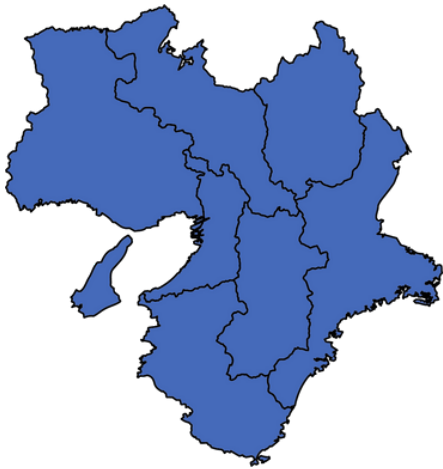
**Note:**

*There are some shops and restaurants inside the EXPO site but they may be busy. We may have dinner /drinks after coming back to Hilton.*





# Kansai, Japan



## Kansai Region

The Kansai region, located in the heart of Japan, remains a major economic, cultural, and industrial powerhouse. As of 2025, the region has a population of approximately 21.4 million and a Gross Regional Product (GRP) of around \$830 billion USD, making its economy comparable to that of the Netherlands—still ranking among the top 20 global economies.

Kansai continues to foster a climate highly conducive to innovation, supported by its dense network of world-class manufacturing firms, prestigious universities, research institutions, and centuries-old traditional craftsmanship in various sectors.

## Economic & Industrial Strength

Home to Osaka, Kyoto, and Kobe, Kansai offers unique advantages through its compact geography—Kyoto and Kobe are both less than 30 minutes from central Osaka by train. This close connectivity boosts inter-city collaboration and innovation. The region hosts one of Japan's highest concentrations of foreign-affiliated companies, with European and American firms leading, and Asian firms now accounting for 28%—up from 26% in previous years, and well above the national average of 19%.

The manufacturing sector remains dominant, with 39% of foreign-affiliated firms in the region engaged in manufacturing, compared to the national average of 23%, reflecting Kansai's continuing strength in high-value, high-skill industries.

## Transport & Global Connectivity

In 2025, Kansai International Airport (KIX) and surrounding regional airports are seeing record activity, with over 1,350 international flights per week, connecting the region globally. Kansai has reaffirmed its status as a key international logistics hub, with upgraded seaport infrastructure capable of handling mega-container ships and the increasing influx of large cruise vessels.

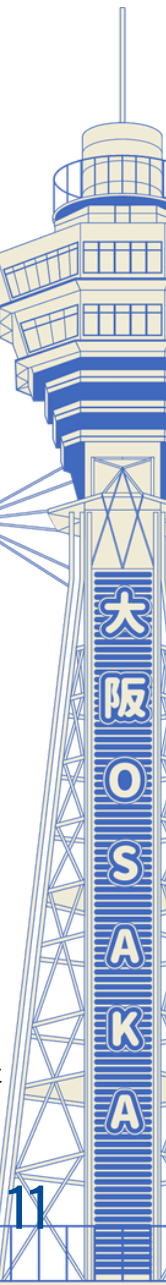
## Innovation in Energy & Life Sciences

Kansai is a national leader in energy-related industries, particularly in the lithium-ion battery and clean energy sectors, with robust industrial clusters that include component, material, and device manufacturers. The area is also at the forefront of decarbonization efforts and next-generation energy storage solutions.

The region retains a historical leadership in pharmaceuticals, with many major pharmaceutical companies headquartered in Kansai. It is also home to one of the world's most advanced regenerative medicine ecosystems, with the successful application of iPS cell-based clinical research in therapies attracting global recognition.

## Strength of SMEs and Advanced Manufacturing

Kansai's backbone remains its vast network of small and medium-sized enterprises (SMEs) that excel in precision manufacturing and world-class technologies. These firms are crucial contributors to both the regional economy and Japan's global competitiveness in advanced manufacturing.



# The Thames Valley



## Thames Valley: The UK's Innovation Corridor and Global Investment Hub

The Thames Valley, often dubbed the “Silicon Valley of Europe,” remains one of the most dynamic and strategically positioned economic regions in the United Kingdom. As of 2025, the region continues to lead the way in innovation, foreign direct investment (FDI), and global trade – making it a focal point for businesses seeking growth, talent, and connectivity.

### A Region Driving the UK's Economic Growth

Located just west of London, the Thames Valley is home to over 120,000 businesses, including 11 of the world's top 15 technology companies. It is the UK's most productive region outside the capital and the leading destination for inward investment. With a Gross Regional Product of €138 billion (£117 billion), its economy surpasses several EU member states, driven by high-value industries and a strong innovation ecosystem.

### Unmatched Global Connectivity

The region benefits from its proximity to London Heathrow, one of the world's busiest international airports. In 2024, Heathrow served over 79 million passengers to 210 destinations in 85 countries. Seventy percent of international companies setting up in the UK choose locations within an hour of the airport, highlighting the Thames Valley's logistical advantage.

### Strong Foundations in Innovation and Export

With the highest share of export-oriented businesses in the UK, the region has growing trade links across Asia-Pacific, North America, and the Middle East. Post-Brexit, it is well-positioned to expand global trade.

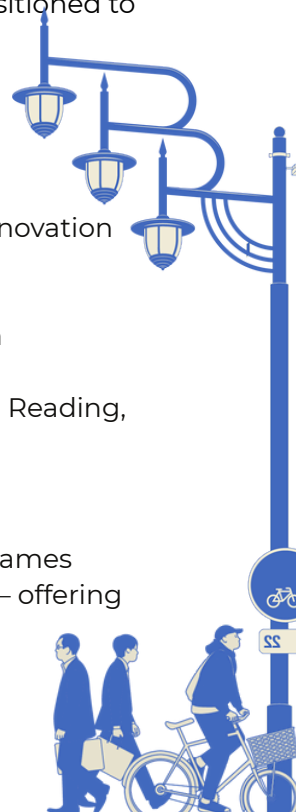
### Sector Strengths and Specialisation

- Technology & Digital Innovation – software, AI, cybersecurity, data analytics
- Life Sciences & Biotech – pharmaceuticals, medtech, diagnostics
- Advanced Engineering & Automotive – Formula 1 supply chains, electric vehicle innovation
- Financial & Professional Services – banking, legal, consultancy
- Space & Aerospace – Harwell Space Cluster
- Clean Energy & Sustainability – renewable energy, battery storage, smart grid tech

These industries are strengthened by partnerships with universities including Oxford, Reading, and Brunel, providing a pipeline of talent and research.

### A Proven Destination for Global Business

With world-class infrastructure, skilled talent, and unparalleled market access, the Thames Valley remains a prime location for business expansion and international investment – offering not just opportunity, but a competitive edge.



Thames Valley Chamber of Commerce (TVCC) is one of the **largest accredited Chambers within the United Kingdom** and the **only accredited Chamber for the Thames Valley region**. It is a proven centre of excellence for trade and inward investment services and represents one of the world's most impressive and vibrant international business communities.

TVCC is a strong advocate and champion of business across the region, with a membership of more than **4,000 businesses** and **5,000 trade customers**, who in turn employ over **295,000 staff**. It represents business in one of Europe's most economically prosperous and successful regions. The Chamber reported dealing with **over £6 billion worth of international trade in 2024**, with companies trading with over **190 countries across 83 sectors**. Need to add a bit about II role.

The Japan Desk at TVCC supports both Japanese companies who are based in Japan and would like to expand their businesses to the UK market as well as those companies who are already established in the UK and would like to develop their businesses in the Thames Valley. For Japanese companies new to the area, they deliver a soft landing into a networked business community that can save time and money and help grow organisations in a tried and tested business location.

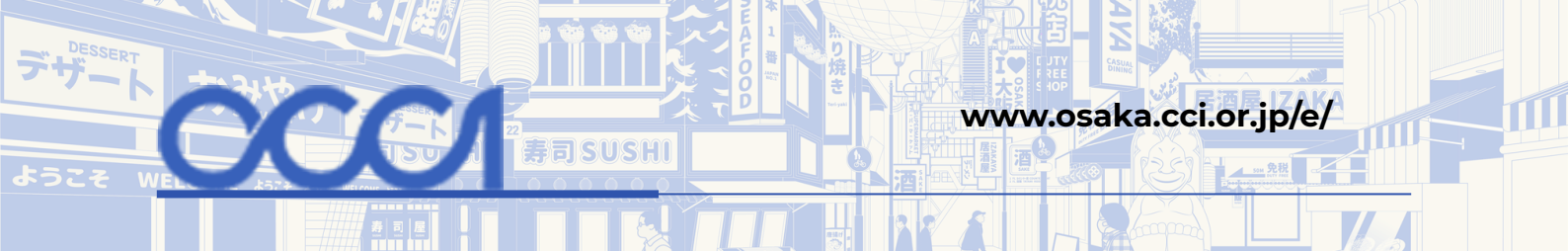
TVCC works with companies across Japan, however since 2012, it has established a particularly close working relationship with the **Kansai Region**. In 2014, this strong relationship culminated in a **Memorandum of Understanding of Trade and Investment Co-operation**, signed between the TVCC and the Osaka Chamber of Commerce and Industry (OCCI) resulting in visits by trade delegations and new business opportunities.

The Thames Valley is home a cluster of Japanese businesses with **Honda Motor Europe, Konami, Panasonic UK, Hitachi Europe, Fujitsu, STMicroelectronics, Astroscale, Amano Enzyme Europe Limited** being amongst the companies who have chosen to open offices in the Thames Valley

TVCC is ideally placed to support those companies currently trading globally or with aspirations to do so, providing practical services to those wishing to import and export goods or services, as well those looking for overseas partners for collaboration. For those establishing businesses in the UK for the first-time it provides tried and tested support to speed up market entry and helping raise the company profile in the most vibrant business location in the UK.







## Osaka Chamber of Commerce and Industry (OCCI)

The Osaka Chamber of Commerce and Industry (OCCI), supported by respected members from diverse industries and business sectors, serves as a leading economic organization representing the Osaka-Kansai region. OCCI is committed to revitalizing the economy, promoting industrial transformation, enhancing international competitiveness, supporting innovation in business management among its members, and creating new business opportunities.

### Overseas Delegations

OCCI regularly dispatches economic delegations to overseas markets to help establish and strengthen bilateral and multilateral economic ties. These missions aim to support market development and international business expansion.

### Networking Events

OCCI hosts the annual “Joint Chamber International MEISHI Exchange,” in partnership with the American Chamber of Commerce in Japan – Kansai Chapter (ACCJ-Kansai), the Kansai Canada Business Association (KCBA), and other foreign chambers in Japan. This event fosters valuable business networking among international professionals.

### Policy Advocacy

OCCI actively engages with foreign government officials to advocate for improved business conditions abroad. These proposals aim to create a more favorable environment for international trade and investment.

### Business Matching Programs

To foster collaboration in cutting-edge technology sectors, OCCI invites select foreign business leaders to Osaka. These visits include structured business exchange programs designed to build strategic alliances in technology, capital investment, and business operations.

### Seminars and Business Information

OCCI organizes seminars and events that promote trade and investment under both bilateral and multilateral frameworks. These seminars offer insights into international business practices, including sales strategies, human resources, procurement, and taxation in various countries.

### Trade Missions to Kansai

As part of its international engagement, OCCI hosts trade missions to the Kansai region, offering foreign delegates opportunities to meet with Japanese companies and explore business prospects in the area.

### High-Level Meetings

OCCI facilitates meetings between Japanese business executives and high-ranking foreign government officials—including presidents, prime ministers, ministers, diplomats, and senior policymakers—to promote mutual economic interests.

### International Business Certification

OCCI issues certificates of origin and other trade-related documentation. The Chamber also assists companies in leveraging Economic Partnership Agreements (EPAs) with countries and regions worldwide to maximize international business benefits.





# METI

Ministry of Economy, Trade and Industry

[www.meti.go.jp/english/](http://www.meti.go.jp/english/)

**The Ministry of Economy, Trade and Industry (METI)** is Japan's core government ministry for economic and industrial policy. Its mission is to promote sustainable growth, strengthen industrial competitiveness, foster innovation, and ensure stable energy and resource supplies.

METI supports both global corporations and Japan's 3.36 million small and medium-sized enterprises (SMEs), which represent 99.7% of all businesses. By advancing digital transformation, green innovation, and cutting-edge technologies, METI ensures Japanese industries remain competitive in a rapidly changing global economy.

### Global Partnerships

METI plays a key role in international economic policy. It develops and implements Economic Partnership Agreements (EPAs) and Free Trade Agreements (FTAs), opening opportunities for trade and investment while deepening cooperation with global partners. These frameworks also welcome foreign businesses seeking entry into Japan's dynamic market.

### Innovation & Sustainability

As a leader in policy for clean energy, advanced manufacturing, digital technology, and life sciences, METI actively promotes innovation while ensuring long-term sustainability. It drives Japan's carbon neutrality agenda, resource efficiency, and disaster resilience, aligning growth with global environmental goals.

### Gateway for Collaboration

METI serves as a vital bridge between Japan and the world. It engages with foreign governments, industries, and organizations to encourage investment, technology exchange, and joint research. For trade missions, METI provides valuable insights into Japan's business environment and offers pathways for collaboration with leading companies and institutions.

### In Conclusion

As Japan's chief economic ministry, METI is central to shaping global partnerships, driving innovation, and building a sustainable economy—making it a key partner for international trade and investment.





## Overview

**SME Support Japan** is the government's central agency dedicated to fostering the growth, innovation, and competitiveness of small and medium-sized enterprises (SMEs). Operating under the Ministry of Economy, Trade and Industry (METI), it serves as a comprehensive partner for entrepreneurs, established companies, and overseas collaborators.

Japan's 3.36 million SMEs account for 99.7% of all companies. SME Support Japan's mission is to strengthen these businesses by supporting creation, expansion, and continuity, while building global networks that drive sustainable economic growth.

## Key Services

- Business Creation & Start-up Support: Incubation facilities, venture programs, and mentoring.
- Growth & Development: Marketing, productivity, financing, and overseas expansion.
- Business Continuity & Resilience: Succession planning, revitalization, and disaster recovery.
- International Collaboration: Business matching, joint projects, and policy cooperation.

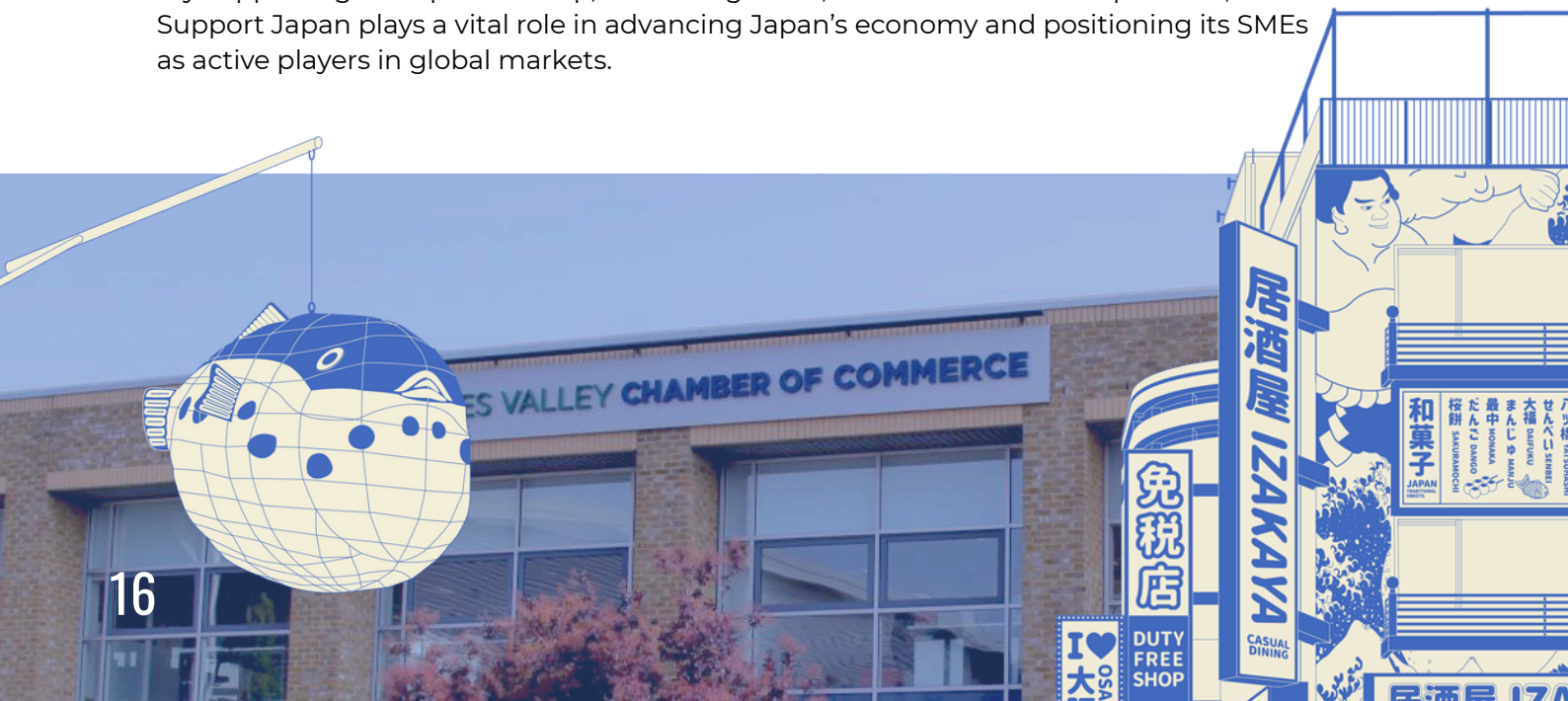
## Global Engagement

SME Support Japan actively develops international partnerships to connect Japanese SMEs with global markets. The organization has signed over 25 Memoranda of Understanding with overseas partners, creating opportunities for trade, investment, technology exchange, and joint innovation.

For international counterparts, SME Support Japan offers a gateway into Japan's SME ecosystem. Its government-backed initiatives, trusted networks, and tailored support enable effective business matching and long-term collaboration.

## Conclusion

By supporting entrepreneurship, business growth, and cross-border cooperation, SME Support Japan plays a vital role in advancing Japan's economy and positioning its SMEs as active players in global markets.





# Delegate Profiles



Engagement Made Easy®

**CHRIS SKYES**

**Chief Marketing Officer**

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<https://www.contentguru.com>

## Content Guru

Content Guru is a leading global provider of cloud-based Customer Experience (CX) solutions and a pioneer in Generative AI. The company helps organisations deliver seamless, personalised, and efficient customer interactions, improving satisfaction, loyalty, and operational performance across industries.

At the core of Content Guru's offering is its storm® platform, which supports mission-critical CX operations for major public and private sector organisations worldwide. storm® ensures secure, scalable, and reliable communication across multiple channels, enabling businesses to manage customer interactions with agility and confidence.

Complementing this, brain® AI services provide advanced automation and human-assist capabilities. Leveraging Generative AI, brain® enhances the customer journey by optimising response times, personalising communications, and enabling data-driven decisions at every stage of engagement.

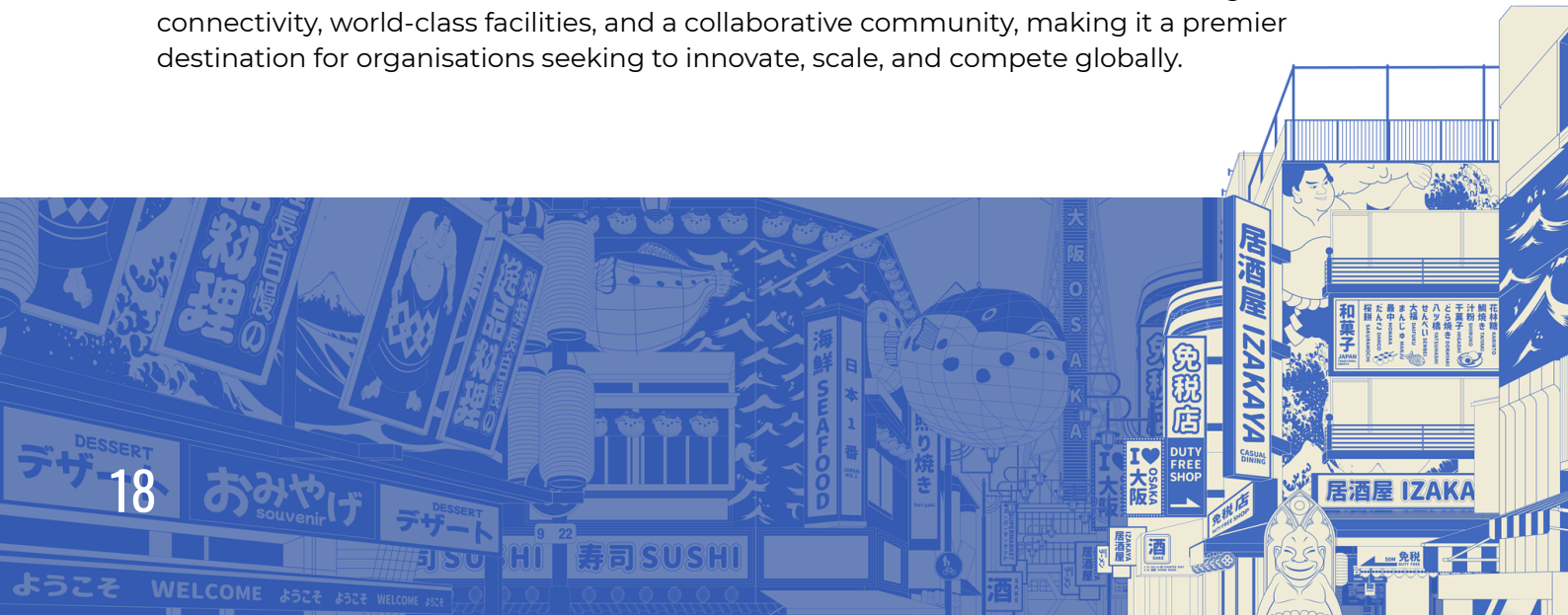
By combining cutting-edge technology with deep industry expertise, Content Guru delivers CX solutions that are robust, scalable, and adaptable to evolving organisational needs. Its commitment to AI-driven engagement ensures clients can not only meet today's expectations but anticipate and exceed the demands of tomorrow. Content Guru empowers organisations worldwide to transform the way they connect with customers, setting a new standard for intelligent, personalised, and future-ready CX.



## Commercial Director

<https://www.harwellcampus.com/>

Located 15 miles from Oxford and under 90 minutes from London, Harwell offers global connectivity, world-class facilities, and a collaborative community, making it a premier destination for organisations seeking to innovate, scale, and compete globally.





**hfma™**

healthcare financial management association

**NICKY LLOYD**

**Trustee**

nickylloyd25@outlook.com

<https://www.hfma.org.uk/>

### **Healthcare Financial Management Association (HFMA)**

The Healthcare Financial Management Association (HFMA) is the leading professional body for finance staff in UK healthcare. With over 20,000 members and a 75-year history, HFMA provides independent guidance, support, and professional development to its members and the wider healthcare community.

As a charitable organisation, HFMA promotes high standards of financial management, governance, and innovation across the UK health economy. Through its networks, the association facilitates collaboration, knowledge-sharing, and the adoption of best practices across healthcare finance and business operations.

HFMA actively analyses and responds to national policy, aiming to influence and shape the broader healthcare agenda. HFMA is the UK's largest provider of healthcare finance and business education and training, equipping professionals with the skills needed to deliver high-quality, efficient, and sustainable healthcare services.

HFMA are exploring Japan's application of innovative technology in healthcare delivery. This initiative highlights HFMA's commitment to global best practices, driving improvements in financial management, and supporting the development of a technologically advanced, patient-focused healthcare system.







# neutreeno®

**SPENCER BRENNAN**

**Founder**

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<https://www.neutreeno.com/>

## Neutreeno

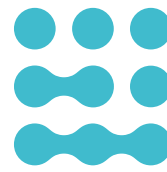
Neutreeno, a Cambridge-based deep-tech spinout from the University of Cambridge, is pioneering the world's first closed-loop emissions platform for supply chain decarbonisation. Its mission is to help businesses move from “Net Zero” pledges to Real Zero outcomes, providing science-backed insights for measurable carbon reductions.

The company's proprietary SaaS platform leverages advanced algorithms and self-learning process networks to map emissions across complex supply chains, even with limited data.

By analysing as few as 10 supplier data points, Neutreeno delivers actionable insights to cut Scope 1–3 emissions, optimise material and energy flows, and identify low-carbon procurement pathways—often within four weeks.

Serving clients across Europe, Asia, and North America, Neutreeno has enabled early customers to achieve potential supply chain emissions reductions of up to 35%, demonstrating significant commercial and environmental impact. Recognised as a leader in scalable, enterprise-ready decarbonisation solutions, Neutreeno equips organisations to measure, reduce, and verify emissions in real time, empowering businesses to act decisively on climate while improving operational efficiency.





**SulNOx**

**BEN RICHARDSON**

**Chief Executive Officer**

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<https://sulnoxgroup.com/>

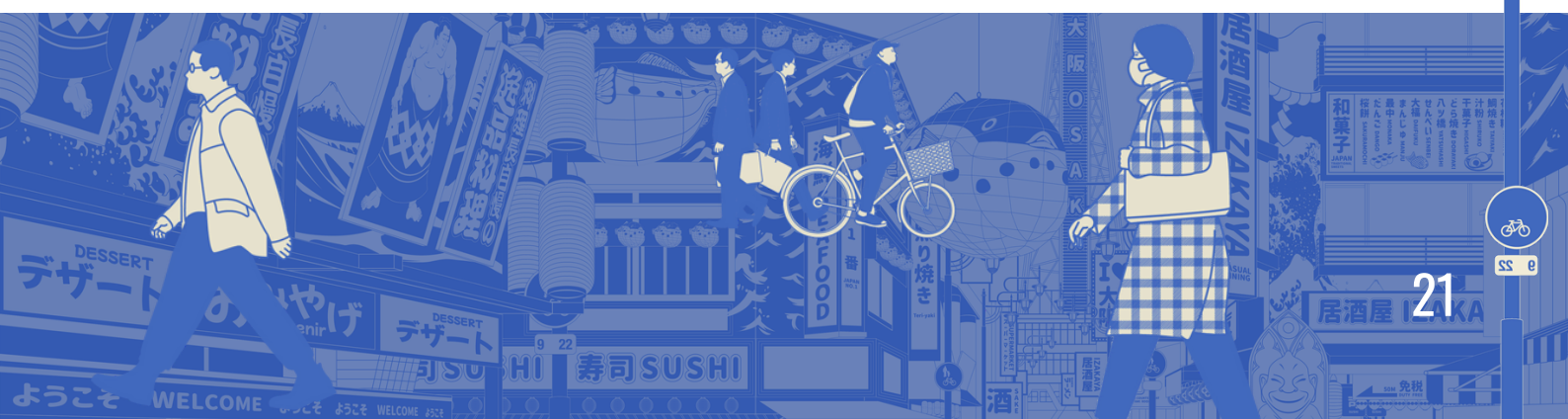
### **Sulnox Group Plc**

Sulnox Group Plc, a UK-based company, develops 100% organic, drop-in fuel conditioners that help businesses reduce fuel costs, lower emissions, and improve engine performance without requiring capital investment. Its solutions are compatible with any liquid hydrocarbon fuel and integrate seamlessly into existing operations, delivering immediate benefits across industries.

The technology has been applied successfully in maritime, rail, logistics, generators, mining, and construction. By enhancing combustion efficiency, Sulnox reduces fuel consumption, cuts harmful emissions, and extends engine life. Key advantages include lower operational costs, reduced CO<sub>2</sub> and pollutant output, improved engine reliability, and zero infrastructure changes.

Sulnox addresses a critical challenge for energy-intensive industries by providing both economic and environmental value. As companies worldwide pursue sustainability goals while controlling costs, Sulnox offers a practical solution that supports cleaner operations without disrupting workflows.

Focused on innovation, reliability, and sustainability, Sulnox empowers businesses to transition toward more efficient and environmentally responsible fuel use. Its proven performance and global applicability position Sulnox Group Plc as a leading solution for organizations seeking to reduce their carbon footprint while maximizing operational efficiency.





**JEFF MCDANIEL**

**Vice President - New Projects**

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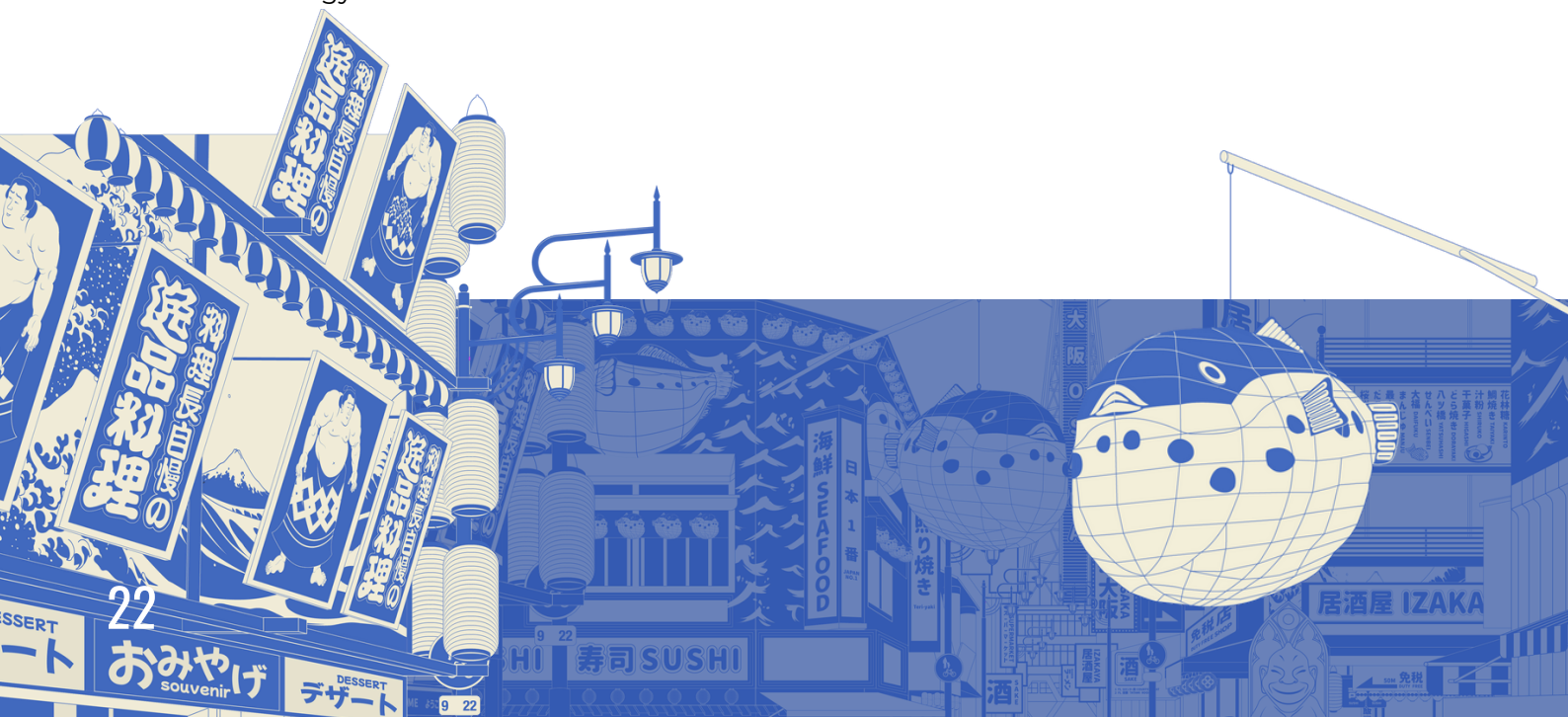
<https://velocys.com/>

## Velocys

Velocys is a trusted licensor of Fischer-Tropsch (FT) technology, enabling the production of sustainable aviation fuel (SAF), renewable diesel, and e-fuels. With over 20 years of research, development, and commercial deployment, Velocys has become a global leader in microchannel FT technology, offering systems that are both efficient and reliable. Our technology has operated for more than 6,000 hours at scales up to 250 barrels per day, demonstrating proven performance in commercial settings.

Velocys' solutions have been implemented in high-profile projects worldwide. A notable example includes a NEDO initiative in Japan, where our microchannel FT technology converted biomass into SAF that met international fuel standards, subsequently powering a commercial flight. This achievement underscores our ability to deliver fully certified, low-carbon fuels at meaningful scale.

Continuing to advance multiple low-carbon fuel projects, Velocys supports diverse commercial production capacities with the aim of reducing greenhouse gas emissions across aviation and transport. By combining cutting-edge technology with decades of expertise, Velocys equips partners with scalable, reliable, and sustainable solutions, driving the global transition to a low-carbon energy future.





# TVCC Team



## Paul Britton

Paul is a Brunel graduate in Business Management with over 20 years' experience in economic development, place marketing and business representation.

Prior to joining the Chamber, he spent eight years with Thames Valley Economic Partnership (TVEP) managing inward investment for the region – culminating in the development of a submission to the FT Publication fDi Magazine 'European Cities & Regions of the Future' which acclaimed the Thames Valley amongst the highest ranked small regions in Europe.

After two years in professional services he returned to inward investment and joined the Chamber of Commerce in 2009 overseeing the delivery of inward investment related contracts as part of the (now) Department for Business and Trade-Investment Services Team contract. Paul led the development of the award-winning Thames Valley inward investment portal in 2012 and established the Thames Valley International Technology Conference at Microsoft UK HQ, which returned to the region in 2023.

Paul was appointed Chief Executive of Thames Valley Chamber Group in October 2015 and spearheads an exciting period of investment and transformation at the Chamber. He continues to travel to champion new global Trade & Investment partnerships and promoting the virtues of the Thames Valley business community and leadership of the Thames Valley Assembly which brings together representatives of the Thames Valleys leading industry sectors to co-develop the TVCC Annual Business Manifesto.

Paul is an active member of St Georges House Society of Leadership Fellows, and Governor for The Windsor Forest College Group one of the largest further education providers in the region.



## Anne White



Anne has been working in the field of international trade, both for the private & public sector, for over 40 years, she has experience in the fields of trade development, facilitation, compliance, as well as Government funded projects.

She is a qualified trade professional with a broad spectrum of experience but specialising in customs compliance including rules of origin and trade preference.

She is a trainer for the British Chamber of Commerce (BCC) network on rules of origin, trade preference and documentation.

She is also a Department for Business & Trade approved BCC assessor and inspector relating to the certificates of origin and preference movement certificates.

She has extensive experienced in assisting organisations enter new or expanding into overseas markets whether it be with market selection, research, routes to market, placing goods into market, or business opportunities.

As Head of International Trade & Compliance at Thames Valley Chamber of Commerce, Anne is responsible for the strategy development and delivery of Chamber's extensive portfolio of trade services.

## Masako Eguchi-Bacon

Masako is a cross-border business specialist with 30 years of experience managing international business relationships, including those between Japan and the US, Asia, and the UK/Europe.

Since establishing Ocean Bridge Management in 2010, she has focused on fostering UK-Japan innovation, business partnerships, and investment deals in the energy, manufacturing, and sustainability sectors.



Masako was instrumental in establishing a regional relationship between the Thames Valley (UK) and Kansai (Japan) regions in 2012, which culminated in a Memorandum of Understanding (MoU) between the Thames Valley Chamber of Commerce and Osaka Chamber of Commerce in 2014. She has actively led this relationship over the last 10 years as the Head of Japan Desk at the Thames Valley Chamber of Commerce.

With extensive experience driving government-industry-academia partnerships and working at the corporate strategy level, Masako is a sought-after speaker and advisor for Japanese government organisations and corporate boards.



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