

'KITE' event leads to new business opportunity for Bioniqs

Chemistry Innovation's first KITE (Knowledge and Innovation Transfer Event) proved to be a very fruitful networking occasion for Bioniqs - a company focused on identifying optimized solvents for industrial processes.

Thirty two companies attended Chemistry Innovation's KITE event at the Warwick Conference Centre in 2007 focused on the theme '*solvents - insoluble problems and innovative solutions*'

Speakers stimulated participant's interest with lectures on various aspects of solvent technology, before a high powered session of 'speed networking' in the afternoon.

The speed networking session, provided participants with the opportunity to engage in a series of 10-minute pre-arranged meetings with up to ten of their fellow delegates.

Chemistry Innovation's team, in partnership with representatives from the EPSRC, arranged the speed networking meetings based on delegate's stated expectations to ensure fruitful exchanges of knowledge and information.

The meetings were grouped into three sessions with additional time built in to enable delegates to follow up any specific areas of interest with other companies.

It gave delegates an opportunity to talk to a range of experts within a common field of interest.

NETWORKING IDENTIFIES NEW BUSINESS APPLICATION FOR BIONIQS

Commenting on the benefits of the event to his company, Robert Newton of Bioniqs said:

"The KITE event was an excellent opportunity for us to network with a variety of potential customers under one roof.

The focus of the event, being solvents, was central to our business plan and attending such an event was extremely useful.

The speed networking format enabled us to speak to the people we needed to and get straight down to business with them!"



"As well as making some very useful contacts, we have already seen a new project transpire directly from our participation at the KITE event.

This has generated a potentially new application for our 'green' solvents in the recovery of valuable materials from waste electronic equipment.

We will strongly consider attending future Chemistry Innovation KITE events to take advantage of the strong networking opportunities that they offer."

Following the success of this initial KITE event, Chemistry Innovation is planning further events in 2008 on Formulations and Sensors.