

Technology Event Will Help Businesses Compete at National Level

Submitted by: Trisha Howard Events Management

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The organiser's of Wales' largest and most prestigious technology based event have released their plans for the Technology Wales programme taking place at the Cardiff International Arena on May 13th this year.

Technology Wales will start with the official Breakfast Launch at 7:30am, with an audience of 200 top business people from the region, guest speakers from Welsh Assembly Government's Broad Band Wales initiative and Microsoft, the world's leading IT organisations, will discuss how businesses can improve their business practises by embracing the newest and latest technology available.

At 9:00am, the Technology Wales exhibition will be declared open for visitors to view new technology based products, services and organisations who will be on hand to offer help, advice and access to improved technologies.

One of the main attractions for fledging SME's will be the opportunity to book an appointment, free of charge, for a one to one individual session with up to 18 diverse organisations all eager to assist delegates, with any business development and funding issues. Organisations such as Business Eye, Entrepreneur Action Ltd, Welsh Assembly Government, HSBC and Clay Shaw Thomas have already signed up to help visitors through the maze of sourcing funding and development opportunities.

Running alongside the exhibition will be a series of seminars with speakers from leading organisations such as IBM, UKBI, The Patent Office and Xenos. An innovative "Hot Shot Gallery" has also been introduced allowing individuals and organisation the opportunity to address the audience for five minutes with a view to demonstrating a new technology based product/idea or approach to a real business solution.

The audience will vote for the top two organisations, via the software used for the ITV game show "Who Wants To Be a Millionaire", who they feel deserve the opportunity to have a further chance of presenting their ideas in more detail.

At Wales, the WDA's digital media solution initiative, will once again be hosting the VIP Lunch. Over 200 guests some of Wales' leading technology companies will be invited to learn from presentations presented by IBM and Capgemini.

The Careers Pavilion sponsored by Capgemini, will offer companies with technology and IT based vacancies the opportunity to source new employees at the event

Plans for an interactive area in the exhibition has also been released offering visitors hands on use of the most up to date technology. This area has been designed as a light relief for visitors and delegates to discover first hand the latest gadgets and systems new to the market place.

A cyber café with meeting lounges will also be on offer allowing free wireless access throughout the day. Visitors to the lounge will be treated to live broadcasts coming direct from the seminar theatres within the exhibition via a live web stream link courtesy of Sequence, with a live link from the

technology Wales website too.www.technologywales.co.uk

On hand at the cyber café will also be the Maltron adaptive keyboards designed for people with special needs to enter computer data much more easily and quickly than with conventional keyboards. As well as the disabled user, able-bodied users will find the keyboard very comfortable and have been developed to reduce RSI at work, which is a common complaint within the workplace of any company.

The exhibitors at the event will be offered free WIFI access to help with the presentations to the delegates and visitors courtesy of Leading wireless organisation Torspool who have created the PenDragon product which is a USB Wireless Flash Drive combining a USB wireless adaptor and a USB flash drive for simultaneous operation, in one neat package, small enough to slip into a pocket or handbag.

Once the exhibition closes the CIA will be transformed to host the highly prestigious Technology Wales Awards with six hundred guests attending the national celebration of technological achievement across eleven award categories.

Hosted by BBC News Presenter Huw Edwards and sponsored by some of the UK's leading organisations such as O2, HSBC, BT and Morgan Cole Solicitors, the Gala Dinner Award Ceremony promises to offer guests an evening of fun, celebrations and acknowledgement of cutting edge technology created and offered by organisations based in Wales. The WDA have also included the announcement of the winner of their national Technium Challenge Awards with finalist coming from regional heats across Wales. A prize of a free stand at TW06, worth £1,600 each, will be presented to all 11 category winners by Trisha Howard, managing director of Howard Events Ltd.

Guests at the ceremony will be treated to an interactive quiz, once again utilising the technology on offer from Cardiff based Cat and Mouse who created the software for the game show "Millionaire" and works on a number of other high profile national quiz programmes.

Trisha Howard, from organisers Howard Events said "Technology Wales is now in its fourth year and we are building on it's past success to provide Welsh companies the opportunity to learn how the constant improvement in technology will impact on their business activity helping them to grow and develop and to compete on a national level.

Some businesses view technology as a barrier to getting things done, we want to help them understand how they can use it to their advantage to win new business, become more efficient in dealing with customers and to save money and become more productive".

To register to attend the Technology Wales event and learn more about the day's activities, businesses are urged to log on to www.technologywales.co.uk where they can record their interest.

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Notes to editors

Speakers on the day will include:

- Michael Eaton, Director of the Welsh Assembly Government's Broadband Wales initiative,
- Dr. Peter Waggett, IMB UK Emerging Technology Programme Leader
- Linda Young, SME Director, IBM Wales.
- John Coulthard, Head of Small Business, Microsoft.
- Andy Mulholland, Global CTO, Capgemini
- Rupert Goodwins, Technology Editor, ZD Net.
- Richard Baker, Managing Director of Sequence,
- Peter Harman, Deputy Chief Executive of UK Business Incubation, and
- Dr. Colin Lucas of Xenos, the Welsh business angels network.

Exhibitors and sponsors include: NESTA, BT, Capgemini, O2, HSBC, LogicaCMG, the @Wales Digital Media Initiative, Net Regs, the Welsh Automotive Forum, Wales Trade International, The Welsh Assembly Government, Mistral, WDA, Hugh James Solicitors and Morgan Cole.

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