

## Major regional initiatives

### Science City

Science City is a major development combining science and technology R&D with spatial planning and urban development. With are key healthcare themes such as Ageing & Health, and Stem Cell Biology & Regenerative Medicine, Science City is directly aimed at the transformation of research to commercial and economic success, the establishment of new businesses and driving growth in existing businesses.

The initiative provides a unique support infrastructure to commercialise the world-class science conducted in the region, involving Business Formation, Business Growth, Intellectual Property Management, Venture Finance, Research Funding, Design, International Marketing and Specialist Training.

### The Northern Way

The Northern Way Growth Strategy aims to establish the North of England as an area of exceptional opportunity, with a world class economy and a superb quality of life. The initiative is being led by the three Northern Regional Development Agencies (RDAs) - Yorkshire Forward, Northwest Development Agency and One NorthEast with the aim of tackling the £30 billion output gap between the North of England and the rest of the UK.

It aims to do this by:

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Producing greater impact by doing important things together across the North

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Demonstrating how existing national programmes can be even more effective across the North

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Preparing a strong evidence base for new investment and specific policies that will meet the requirements of the North.

### Shanghai Initiative

The Regional Development Agency for North East England, One NorthEast, has a Memorandum of Understanding (MOU) with the Shanghai High-Tech Business Incubator Network, the Chinese government agency that promotes scientific research and development in China and abroad.

With a population of over 17 million people, the city of Shanghai offers some fantastic trade opportunities within the healthcare arena. As the third largest trading partner in the world, China recognises the importance of expanding into new markets, and business in North East England also appreciate the importance of the Chinese market.

The purpose of the Shanghai initiative is to help regional healthcare companies gain an &rsquo;on the ground&rsquo; understanding of the practicalities of operating in the Chinese

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market. The MOU between North East England and Shanghai has opened the door for regional firms and universities to link up with Chinese counterparts to discuss potential investment opportunities and build ongoing relations. The MOU has already begun to attract inward investment from Chinese businesses into the North East.

Cels' role is to offer advice and guidance, lead trade missions and initiate relations between healthcare and life science organisations in the two regions.

For further information on the Shanghai Initiative please contact us.

Cels Health Connect