**Major event to highlight a new generation of innovation**

Businesses from across the region are invited to find out how innovation can help them innovate and boost the economy.

Five speakers and over 50 exhibitors will be at the Innovation InCharnwood Showcase in Loughborough on Wednesday, November 7.

The showcase has been organised by Loughborough Advanced Technology and Innovation (LATi), in partnership with inCharnwood, an initiative by Charnwood Borough Council.

Significant numbers of people are expected to visit the event which is part of the Leicester Business Festival 2018.

The theme of the showcase is ‘Discover a New Generation of Innovation’ and will highlight the world-class innovation taking place in Leicestershire.

The exhibition will feature a STEM zone (science, technology, engineering and manufacturing) sponsored by 3M UK and a Start-Up Opportunity Zone sponsored by the Leicester and Leicestershire Enterprise Partnership (LLEP).

Eric Vardy, lead member for regeneration at Charnwood Borough Council, said: “Last year’s inCharnwood showcase was voted the best event of the Leicester Business Festival so I’m delighted that this year’s line-up of speakers raises the quality bar even higher.

“I’m excited that the Council’s support for LATi is bringing a top-class event to Charnwood and I’m looking forward to meeting attendees from across the county and beyond.

“Everyone is welcome to attend but I’d urge people to book their free place now to ensure that they can gain entry on the day.”

Gillian Hunter, LATi manager and sector lead for advanced manufacturing and technologies at Leicester Business Festival, said: “This is an exceptional line-up of speakers representing the diversity of enterprises based in Charnwood, including life sciences, sports science, engineering, product design, and the creative sector.

“For the local business community, the showcase event provides an opportunity to meet a range of innovative enterprises shaping business and the future of the Leicestershire economy.”

Exhibitors from key economic sectors will be exhibiting at the event, with a significant emphasis on life sciences, high tech, advanced manufacturing, engineering, professional services and the creative industries.

Local innovators, scientists, engineers and creatives will be speaking at the showcase. They are:

* Catherine Grainger, 3M brand manager for the Novec™Brand family of engineered fluids will talk about the science behind this dry fluid from 3M that is solving some of industry’s toughest problems
* Rich Horton, Team Triumph director, duathlon World Champion and triathlete coach draws parallels in his talk between the journeys of a professional athlete and running a start-up company. He will share some valuable lessons that can be easily applied to anyone looking to juggle the demands of life
* Alex Nash, Alcuris founder and managing director will talk about how his grandfather’s Alzheimer’s diagnosis led to him to start a company dedicated to connected healthcare, with the aim of enhancing care and quality of life
* Paul Ince, LikeMind Media Director and MarketEd.Live founder will talk about why copycat marketing no longer cuts it and how a failed attempt at building an app resulted in him founding the award-winning MarketEd.Live event, which brings international marketing speakers to the region
* Simon Lyons, Version 22 director, global multi-award winning product designer will talk about how technology and the internet enables him to run a global business not possible 10 years ago

The Innovation inCharnwood Showcase is at the Holywell Park Conference Centre at Loughborough University Science and Enterprise Park, 10am-4pm.

To book a visitor’s place at the event visit: [www.bitly.com/incharnwoodshowcase18](http://www.bitly.com/incharnwoodshowcase18)

For more information about inCharnwood, visit [www.incharnwood,com](http://www.incharnwood,com) and follow @inCharnwood on Twitter.

For more information about LATi, visit www.lati.org.uk and follow @LATILtd on Twitter.

**ENDS**

**Notes for Editor:**

* InCharnwood is an initiative by Charnwood Borough Council which has been developed to market the area to businesses and attract inward investment to create a stronger local economy.
* LATi is a networking group for people who work in high-tech, science and engineering. It was established in Loughborough in 1996 as a ‘science park without walls’. Today, the not-for-profit provides networking and business support for companies and individuals involved in the innovative use of science and technology
* Innovation inCharnwood Showcase, Holywell Park Conference Centre, Loughborough University Science and Enterprise Park (LUSEP), Holywell Way, Loughborough LE11 3GR, Wednesday, November 7, 2018, 10am-4pm