

# NEWS RELEASE

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## **Gadget Show Jason hosts London's First Annual Knowledge Transfer Awards**

On Friday The London Development Agency hosted the first London Knowledge Transfer Awards – an event sponsored by LBC Radio, Barclays Bank, and University College London. The awards celebrated innovation where companies have worked with universities; sharing their ideas and expertise to boost their business.

Staged at the Royal Garden Hotel Kensington, the awards were jointly hosted by Jason Bradbury of Five's "Gadget Show" and James Max a former Apprentice semi-finalist and a presenter on LBC. Jason is Britain's best-known face of gadgets and consumer technology and he has tried and tested all kinds of new innovations and designs.

Attended by 200 guests, the Awards proved a great success with many organisations already expressing an interest in sponsoring subsequent years.

Knowledge transfer is at the centre of London's economy enabling the transfer of ideas and skills between the capital's 43 higher education institutions, other knowledge base organisations, businesses and the wider community. This promotes the development of innovative new products and services - enhancing the performance and competitiveness of London's businesses.

The London Development Agency promotes knowledge transfer as it helps small businesses to tap into the knowledge and know-how in London's universities – and boost the innovation and creativity of London's businesses.

London Development Agency Chief Executive Peter Rogers said:

"The London Development Agency supports knowledge transfer as the knowledge economy is a vital part of London's future. These awards recognise the excellent innovative work between London's world class universities and its enterprising businesses."

Individual award sponsors include the Natural Environment Research Council, the University of Greenwich, John Laing plc, Thames Valley University, the Institute of Knowledge Transfer and the New Engineering Foundation.

The award categories include the Entrepreneurial Spirit Award, the Environmental Science Award and the Commercial Deal of the Year.

The award categories and winners are listed below:

- Collaborative Innovation Excellence - Cableduct Ltd working with London South Bank University
- Knowledge Base Collaboration Award - The University of Greenwich working with The Cutty Sark Trust
- Entrepreneurial Spirit Award - Julian Polzella
- Environmental Sciences Award - King's College London working with ECMWF and The Met Office
- Commercial Deal of the Year - UCL Business PLC working with Stanmore Implants Worldwide Ltd
- The Knowledge Transfer Champion - Dr Jeff Skinner, UCL
- The Knowledge Transfer Collaboration of 2008 - The University of Greenwich working with The Cutty Sark Trust

Photos will be available on the LDA website and the awards website [www.londonktawards.co.uk](http://www.londonktawards.co.uk) shortly

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Notes to editors:

The London Development Agency aims to improve the quality of life for all Londoners - working to create jobs, develop skills and promote economic growth.

The Knowledge Transfer awards ceremony received additional in-kind sponsorship from Knowledge London, the London Technology Network and the Royal Garden Hotel London.