

24 April 2009

Dear Colleague,

**How Universities support industrial innovation; studies from Japan and the U.K.
Seminar at 2.00pm followed by reception at 6.00pm, 11th May 2009
The Embassy of Japan, 101-194 Piccadilly, London, W1J 7JT**

I would like to invite you to a seminar and reception, to be held in the afternoon and early evening of 11 May 2009, to discuss business-university linkages in the UK and Japan. This occasion also marks the Second Annual research conference between the University of Brighton and Tokyo University of Agriculture and Technology. This ground-breaking relationship highlights the possibilities of further development of the university-industry interface which provides a route to market for new technology and new companies.

The event, to be held at The Embassy of Japan, is kindly co-sponsored by The Japan Society and supported by The Embassy of Japan, JSPS London, JETRO London and JST. The seminar, starting at 2.00pm, will investigate how universities support industrial innovation with each country, and is followed by the reception at 6.00pm to allow additional networking to explore this type of collaborative activity.

If you would like a colleague to accompany you to this event or attend in your place, please contact us with their full name and email address. Please RSVP to Brad Crescenzo at the University of Brighton either by email (b.crescenzo@brighton.ac.uk) or telephone 01273 643224 by 4th May 2009. For security reasons we request that all participants must bring this letter of invitation and one form of photographic identification in order to gain entrance into the Embassy.

I hope you will be able to attend.

Yours sincerely