



The County Economic
Development Partnership



The successes and challenges of my career
**Greg Dyke, businessman, entrepreneur and
former Director General of the BBC**

Norwich Research Park: developing enterprise
**Walter Herriot, Founder, St. John's Innovation
Centre, Cambridge**

Creating a fizz in the soft drinks market:
story of an entrepreneur
**Claire Martinsen, Founder, award-winning
business Breckland Orchard**



Inside track: on the Norwich to London rail line
**Andrew Chivers, Managing Director, National
Express East Anglia**

Cut carbon, cut business costs
Simon Best, Project Manager, REV ACTIVE



FRIDAY 3 DECEMBER 2010
9:00 AM - 12:15 PM

THEATRE ROYAL
THEATRE STREET
NORWICH NR2 1RL

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www.shapingnorfolksfuture.org.uk

PROGRAMME



The County Economic
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COMPERE Peter Wilson, Chief Executive of Norwich Theatre Royal
and Chairman of Shaping Norfolk's Future's Creative Industries Group

session one

9.15	Welcome Peter Wilson	5 mins
9.20	Opening address Mark Hodges, Chairman, Shaping Norfolk's Future Chris Starkie, Chief Executive, Shaping Norfolk's Future	20 mins
9.40	Q & A	
9.50	Norwich Research Park: developing enterprise Walter Herriot, Founder, St. John's Innovation Centre, Cambridge	20 mins
10.10	Creating a fizz in the soft drinks market: story of an entrepreneur Claire Martinsen, Founder, award-winning business Breckland Orchard	15 mins
10.25	Q & A	
10.35	Coffee break	30 mins

session two

11.05	Cut carbon, cut business costs Simon Best, Project Manager, REV ACTIVE	15 mins
11.20	Inside track: on the Norwich to London rail line Andrew Chivers, Managing Director, National Express East Anglia	15 mins
11.35	The successes and challenges of my career Greg Dyke, businessman, entrepreneur and former Director General of the BBC	25 mins
12.00	Q & A	
12.15	Round up Mark Hodges	3 mins
	Thanks Peter Wilson	2 mins
12.20	Lunch and Networking	