



Australian Government

Australian Trade and Investment Commission

# **Australian Delegation during International Cyber Expo 2022**

**26-30<sup>th</sup> September**

**London**

1 August 2022



# Activities overview

Austrade invites your participation in the Australian delegation to the UK during the International Cyber Expo 2022 in London.

Austrade will play a lead role in organising your visit to the UK during the International Cyber Expo 2022 and the sector focused in-market program to allow generation of local contacts and networks.

## In-Market Program

The visit program has been designed to support companies on the delegation to maximise their time in market and will be delivered jointly with the Austrade partner HdE.

The program will include the following elements:

- Day 1 will provide an overview of the UK Cyber Security ecosystem and introduce main regional clusters and innovation centres.
- Day 2 will be dedicated to visiting the International Cyber Expo 2022 and matchmaking.
- Day 3 will be delivered in collaboration with the UK's leading technology trade association. It will focus on running a seminar to promote Australia's cyber security capabilities followed by matchmaking with techUK members. With around 900 members across the UK, techUK creates a network for innovation and collaboration across business, government and stakeholders to provide a better future for people, society, the economy and the planet. Their member companies range from leading FTSE 100 companies to new innovative start-ups.
- Day 4 will see a visit to Manchester as one of the main cyber security clusters and will involve meeting innovation labs, incubators and matchmaking.

## The International Cyber Expo 2022

### Olympia Hall, London, UK - 27-28 September 2022

Chaired by Professor Ciaran Martin, International Cyber Expo 2022 connects suppliers of cyber security products and services with a vetted audience of senior decision-makers including C-Level cyber security professionals, Heads of Information Security, and those involved in purchasing decisions from large enterprises, critical national infrastructure, government, and public sector organisations.

The Expo provides an opportunity to launch new products to an audience of which 74% are actively seeking innovation and to network with visitors attending to source new products, software and solutions.

The Global Cyber Summit looks at the real cyber issues. Each day will consist of a series of round table discussions, fireside chats and presentations, including high-level comment from the NCSC, police and intelligence professionals charged with understanding the real threats. This summit will give insights into the key areas needed to protect government, research, enterprise, and SMEs; cyber touches us all but this Summit will offer key insights and learnings for CISOs, board members and more.

Further information is available at the Expo website: <https://www.internationalcyberexpo.com/>

Event opening hours:

Day	Open to Visitors
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Day 1 – 27 September	09:30 – 17:30
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Day 2 – 28 September	09:30 – 16:00
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## Market overview

### About the UK Cyber Security industry and ecosystem

The UK cyber security sector proved COVID-resilient as related revenues increased by 14% in 2021 reaching £10.1 billion. Currently 1,838 firms are active within the UK providing cyber security products and services. The sector's contribution to the UK economy amounts to £5,3 bn marking a growth of 33% compared to previous year.

Predominantly UK companies provide Cyber Professional Services (75% of firms), Network Security (65%) followed by Endpoint Security (57%) and Threat, Intelligence, Monitoring, Detection and Analysis Security (53%).

2021 was a record year for cyber security investment raised in the UK when over £1 billion raised by cyber security firms across 84 deals. Investment is primarily driven by large scale investments in a number of more mature cyber security firms, and there were very few deals led by early-stage cyber security start-ups.

The UK Government provides support to ensure cyber security risks are addressed and mitigated. Its recently launched National Cyber Strategy is worth £2.6bn. The strategy prioritises investing in the UK's cyber skills, improving cyber security responses, and disrupting state-backed cyber attacks.

The priorities are part of five "pillars" that are expected to be implemented by 2025:

- Strengthening the UK cyber ecosystem.
- Building a resilient and prosperous digital UK.
- Taking the lead in the technologies vital to cyber power.
- Advancing UK global leadership and influence for a more secure, prosperous and open international order.
- Detecting, disrupting, and deterring adversaries to enhance UK security in and through cyber space.

*Source: UK Department for Digital, Culture, Media and Sport*

For more information on exporting to and setting up in the UK please visit: [Market insights for exporting fintech to United Kingdom \(business.gov.au\)](#) or [Market profile – United Kingdom – For Australian exporters - Austrade](#).

### Businesses interested in participating

- Companies must be market ready and have a go-to-market strategy for the UK. The UK market is very sophisticated, mature and heavily competitive. Especially if you want to work with larger companies, you need to have done your homework and be ready to present the value of your solutions.
- Must have a flexible 'go to market' mindset. The vertical where you have successfully targeted so far in Australia, or another market, may not be your best bet here.
- Must be ready and able to dedicate sufficient resource to this market. This means enough 'runway' to give the strategy time to be effective and to analyse diverse opportunities.
- Companies attending are responsible for making their own travel arrangements, including airfares, accommodation, visas, etc.
- Advise Austrade if a company representative(s) will attend.

## Programme Outline

### Day 1 – Monday, September 26

Time	Activity	Venue
10:00 - 11:00	Tour of Here East coworking Space <a href="https://hereeast.com/">https://hereeast.com/</a>	Queen Elizabeth Olympic Park, Plexal, Here East, London E20 3BS
11:00 – 13:00	Introduction sessions from Lorca, NCSC for Start-ups and Cyber Runway with Plexal.	Queen Elizabeth Olympic Park, Plexal, Here East, London E20 3BS
13:00 – 14:00	Networking lunch - NCSC For Start-ups: meet their members such as SOS Intelligence and Goldilock.	Queen Elizabeth Olympic Park, Plexal, Here East, London E20 3BS
14:00 – 16:00	South Wales & Cheltenham Cyber Clusters. Understanding of Golden Valley and New Cyber Innovation Centre Ops.	Queen Elizabeth Olympic Park, Plexal, Here East, London E20 3BS
16:00 – 17:00	Q&A Session.	Queen Elizabeth Olympic Park, Plexal, Here East, London E20 3BS
17:00	Departure.	

### Day 2 – Tuesday 27th September

Time	Activity	Venue
9:00 - 17:00	International Cyber Expo London - Meeting with UK3C to connected with different clustered across the UK.	Olympia, Hammersmith Rd, London W14 8UX
17:00 – 19:00	Networking Drinks and Reception.	Olympia, Hammersmith Rd, London W14 8UX

### Day 3 – Wednesday 28th September

Time	Activity	Venue
9:00 – 17:00	International Cyber Expo London – optional.	London Olympia, Hammersmith Rd, London W14 8UX
10:00 – 12:00	Seminar with techUK, the leading tech trade association, showcasing the Australian cyber security capabilities – tbc.	techUK 10 St Bride St, London EC4A 4AD

### Day 4 – Thursday 29th September

Time	Activity	Venue
8:00 – 10:30	Delegates travel from London Paddington to Manchester Piccadilly. (2 hours and 30 minutes on train).	n/a
10:30 – 11:00	Delegates drop bags off at hotel.	
11:00 – 12:00	Tour of DISH. The Manchester Digital Innovation and Security Hub (DISH) will enable collaboration between entrepreneurs, local businesses, academics, public sector organisations and the voluntary sector. Identifying digital security threats and co-create solutions. <a href="https://www.plexal.com/introducing-dish-our-new-innovation-centre-in-manchester/">https://www.plexal.com/introducing-dish-our-new-innovation-centre-in-manchester/</a>	Heron House, 1 Lincoln Square, Manchester, M2 5LN
12:00 – 12:30	Delegates travel to Heron House.	
12:30 – 13:30	Session with David Bleakman, Barclays & Danny Dresner, University of Manchester David is the Digital Security & Cyber Industry Lead for Barclays Eagle Labs, creating programmes and connections to support corporates and start-ups across the industry. Danny Dresner is the University of Manchester's Professor of Cyber Security.	Heron House, 1 Lincoln Square, Manchester, M2 5LN
13:30-14:30	Networking lunch with MIDAS – Manchester Investment Promotion Agency.	Manchester Technology Centre  <a href="https://www.plexal.com/introducing-dish-our-new-innovation-centre-in-manchester/">https://www.plexal.com/introducing-dish-our-new-innovation-centre-in-manchester/</a>
14:30 – 17:00	Demo Day (dependent on attendees) Bruntwood Sci Tech Incubator with Manchester Digital. Meet with NW Cyber	Manchester Technology Centre

	Resilience Centre Manchester Technology Centre.	<a href="https://www.plexal.com/introducing-dish-our-new-innovation-centre-in-manchester/">https://www.plexal.com/introducing-dish-our-new-innovation-centre-in-manchester/</a>
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### Day 5 - Friday 30th September (TRAVEL DAY)

Time	Activity	Venue
n/a	Delegates travel back to London.	n/a

**Apply before 4 August 2022 by sending a brief company profile and market target groups to**

### Austrade UK

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Successful applicants will be notified w/b August 8.

## Important Information

If you are planning to attend this delegation, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at [www.smartraveller.gov.au](http://www.smartraveller.gov.au). Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>

# Important information about Foreign Bribery and Its Implications:

Bribing, attempting to bribe or facilitating bribery of a foreign public official is a serious crime and amendment to the Australian Criminal Code in 1999 makes acts of this nature overseas punishable in Australia.

Companies can also be held criminally responsible for the acts of their agents.

The extraterritorial nature of these penalties reflects the serious criminal nature of bribery and the detrimental effects it has on Australian trade and reputation, and international governance.

It is no defence that such acts may be common practice in some countries. You must be aware of the types of activities that are legal and illegal when interacting with foreign officials. The offence applies regardless of the outcome or result of the bribe or the alleged necessity of the payment: companies and individuals may be held liable regardless of whether or not the bribe obtains the advantages sought and whether or not the bribe was considered necessary to do business.

Refer to Attorney-General's Department Foreign Bribery website at [www.ag.gov.au/foreignbribery](http://www.ag.gov.au/foreignbribery)