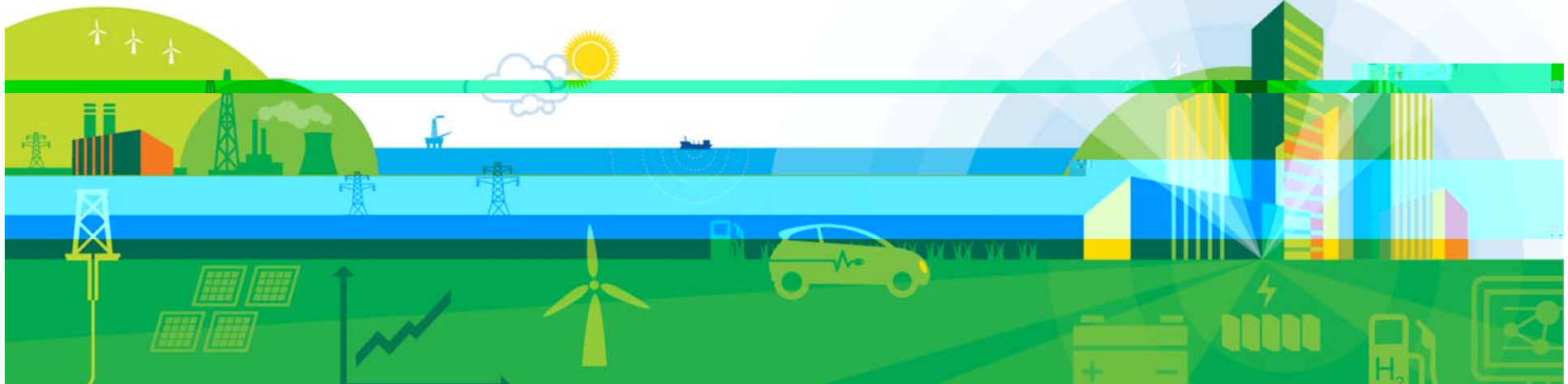


## A multinational perspective on business/university collaboration





# Multinational Corporation Perspective - Outline

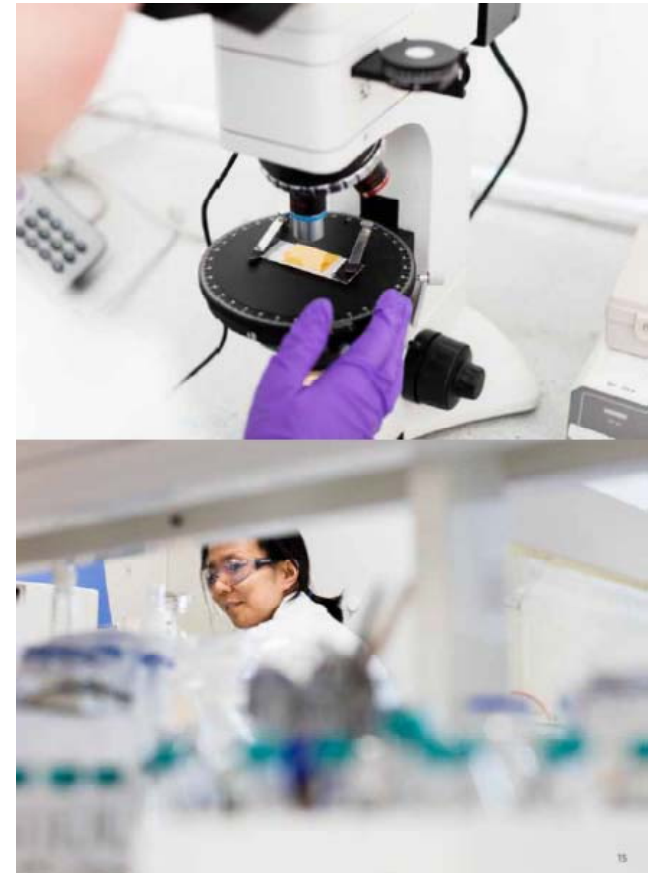
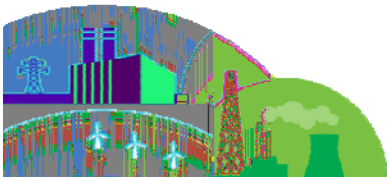
1. Mutual interests and sources of value
2. BP's innovation ecosystem
3. Lessons learned
4. The generic role of governments
5. Innovation with and within China
6. Questions



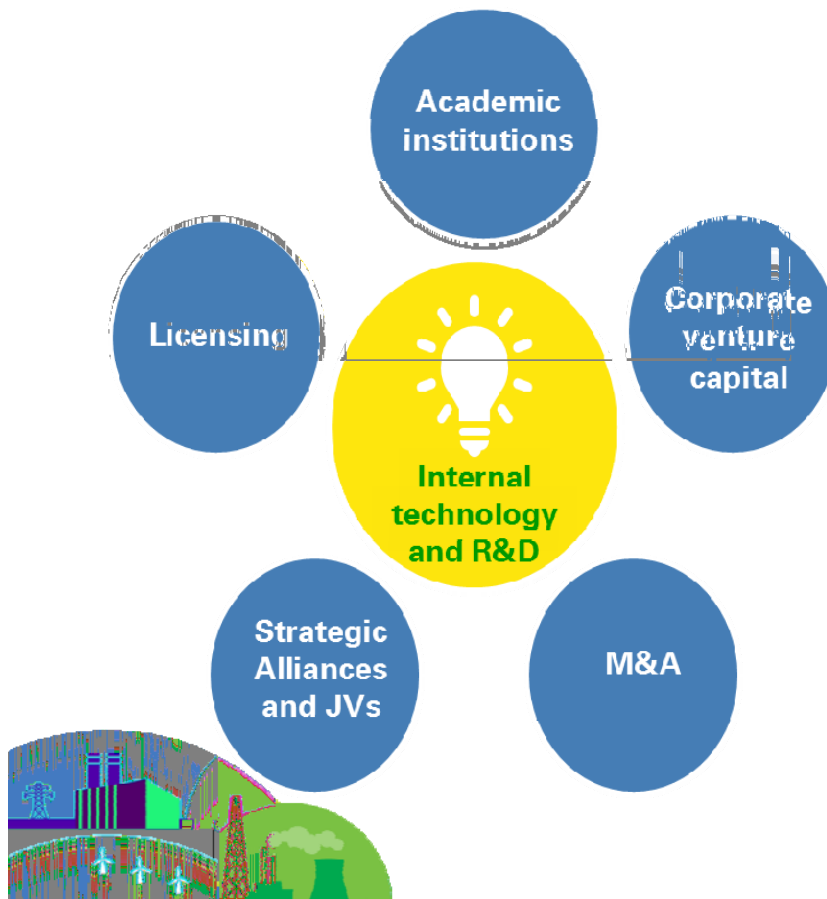
## Mutual interests and sources of value



- Government support for innovation
  - Creating jobs and wealth
  - Strengthening international links
- Universities working on “real world “ problems/data
  - Engagement with corporate scientists
  - Development of students and career options
- Companies accessing a broader ecosystem
  - Academic freedom and unique facilities
  - Diverse, global networks



# BP's Innovation Ecosystem



- Academic relationships have a vital role to play
- Freedom and diversity of thought
- Multi-disciplinary and multi-national
- Low utilisation of unique facilities
- Open innovation

## BP experience – multi-disciplinary and multi-national



BP Institute for  
Multiphase Flow at  
Cambridge, UK



Climate Mitigation  
Initiative at Princeton, US



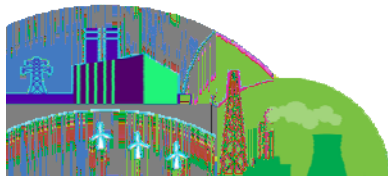
Clean Energy Centre and  
Schwarzman College at  
Tsinghua, China



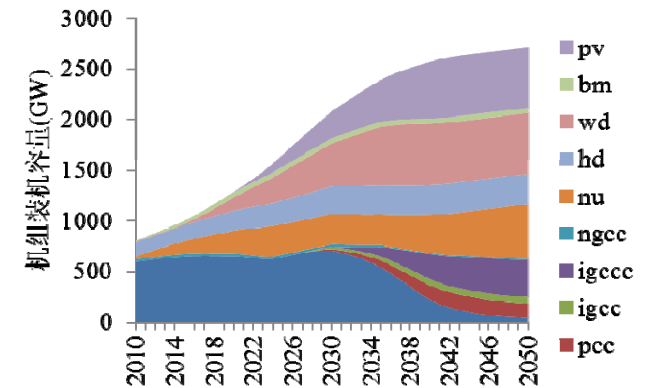
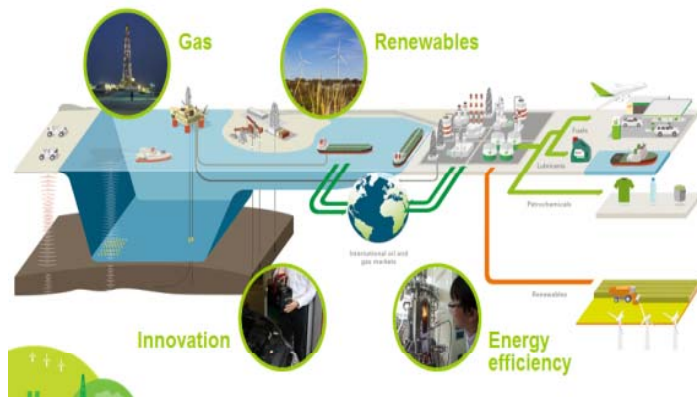
BP-International  
Centre for Advanced  
Materials, US & UK



Energy Biosciences  
Institute, US



# Lessons learned



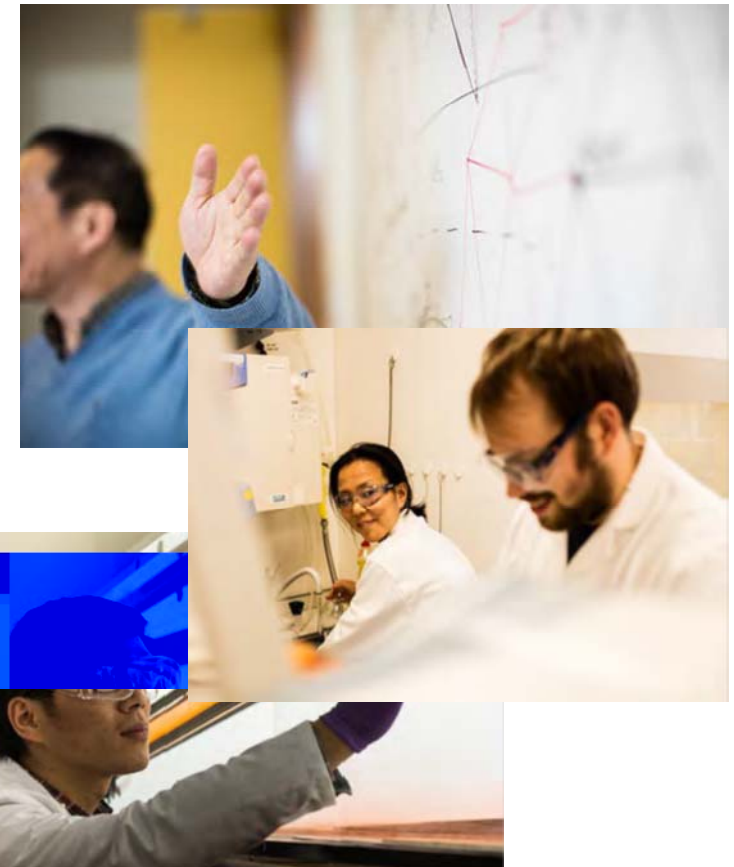
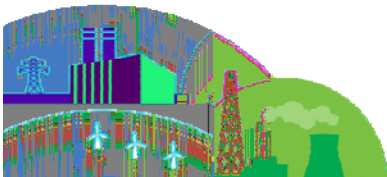
## Purpose

- v 41BT0 182djEtand and reETQ

## Perspective

## The generic role of governments

- Differentiate strategies by sector and regionally
- Support research and higher education system
- Create an enabling policy environment
- Foster collaboration across innovation ecosystem





## Innovation with and within China

- Challenges associated with:-
  - Urbanisation
  - Rising labour costs and international competition
  - Environmental performance
- Innovation opportunities (beyond generic):-
  - Engage internationally
  - Research with education a more sustainable model
  - Reinforce intellectual property rights
  - Embrace digital disruption to business models
- Avoid “technology self-sufficiency”







Thank You – Questions?