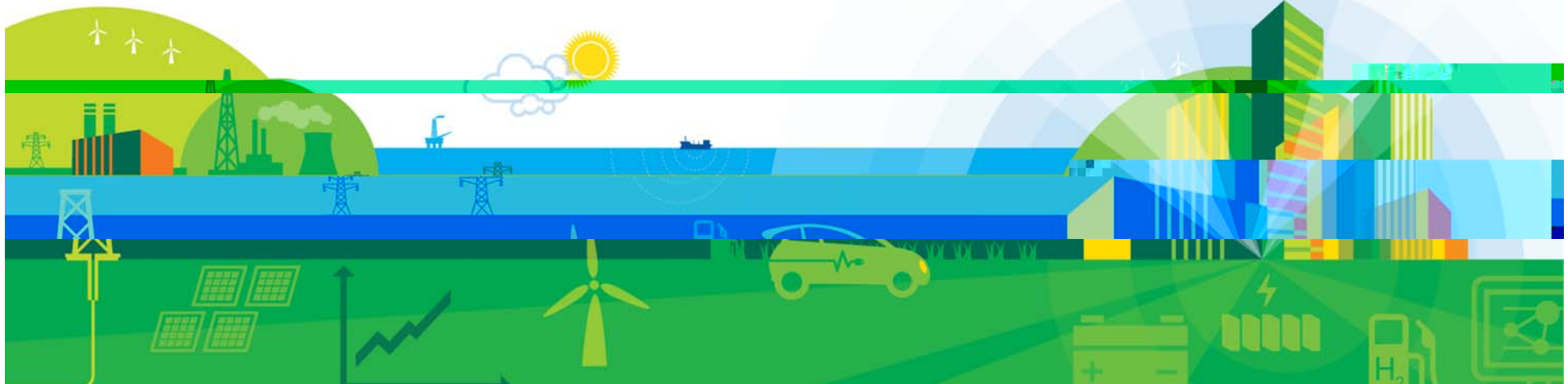


A multinational perspective on business/university collaboration



Multinational Corporation Perspective - Outline



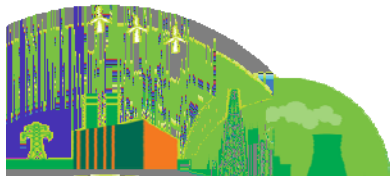
1. Mutual interests and sources of value
2. BP's innovation ecosystem
3. Lessons learned
4. The generic role of governments
5. Innovation with and within China
6. Questions



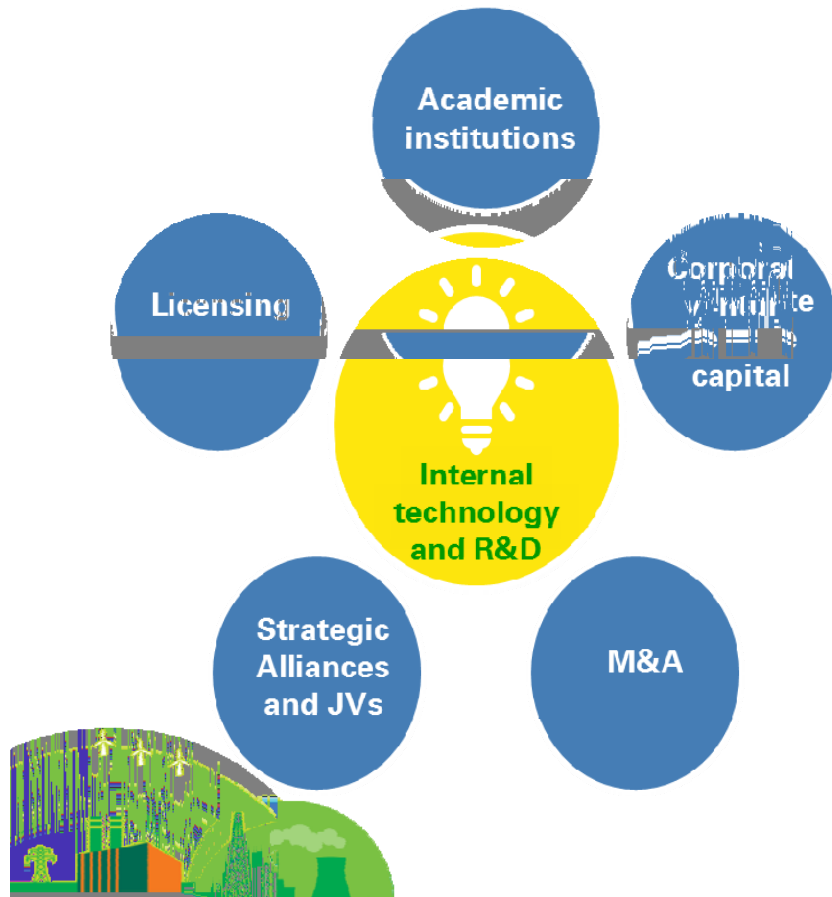
Mutual interests and sources of value



- 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



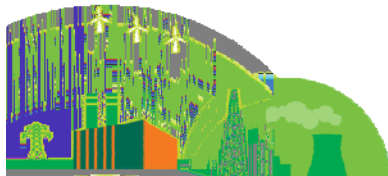
Clean Energy Centre and
Schwarzman College at
Tsinghua, China



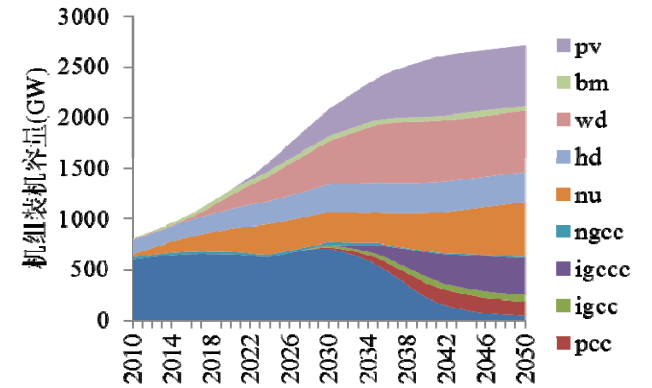
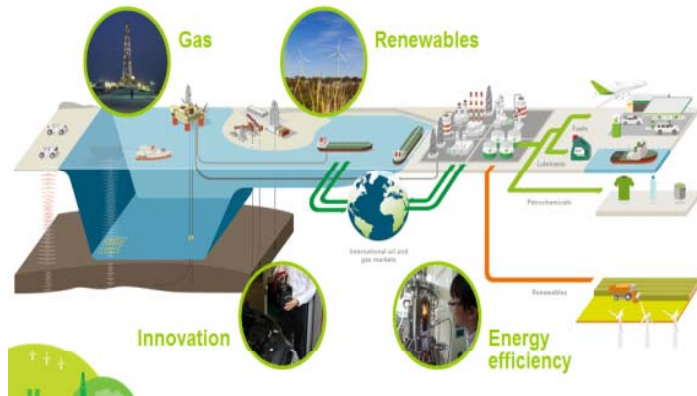
BP-International
Centre for Advanced
Materials, US & UK



Energy Biosciences
Institute, US



Lessons learned



Purpose

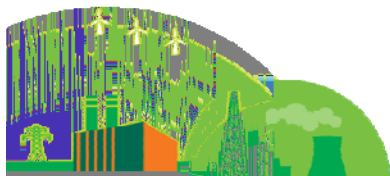
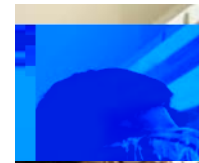
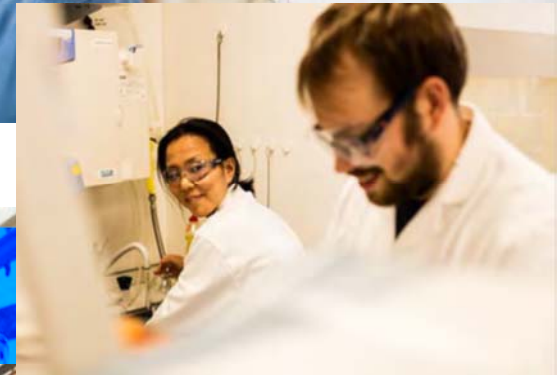
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Perspective

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?