

Mid Wales Business and Innovation Exchange

22 April 2026, Arts Centre

Penglais Campus, Aberystwyth University

Co-organised by:

Aberystwyth Business School | AberInnovation

Supported by:

Department of Research & Business Innovation | Global Wales | Universities Wales (UUK)

PROGRAMME

10:00-12:00 Delegate arrivals, registration, networking, tour of stands (Arts Centre, Aberystwyth University)

10:15-11:45 Optional Tours (***Please book at the Welcome/Registration Desk in the Arts Centre***)

Tour 1: AberInnovation & IBERS @ Gogerddan Innovation Campus (Free bus transport from The Arts Centre (10-minute journey) - please meet at welcome desk for bus)

What is there to see? [IBERS' National Plant Phenomics Centre](#); [AberInnovation, Future Food, Advanced Analysis and Biorefining Centres](#)

Tour 2: [Smart Bungalow](#) - using AI for assisted living (please meet at welcome desk)

10:15-12:15 Themed Workshops (Please book at the Welcome/Registration Desk in the Arts Centre)

10:15-10:45: Finance Workshop - **What to do if a bank declines your business loan application**

The session will cover the next steps in looking for / applying for finance from alternative lenders after an application has been declined by a bank. It will also cover what lenders are looking for in an application and hints /tips.

Session Lead: Mr James Pittendreigh, Business Development Manager, BCRS Business Loans

10:15-10:45: AI Workshop - **Using AI Effectively in Your Organisation**

Discover how your organisation can use AI to support everyday work, with practical examples spanning business planning, risk assessments and compliance, marketing and content creation, email and meeting admin, and grant funding applications, plus an introduction to AI agents.

Session Lead: Mr Mark Price, Business Development Director, Pugh Computers Ltd

11:00-11:30 Cyber Security Workshop - Two paradigm shifts and a cup of tea please

Time for an intervention, let's have a serious talk with my mate Gem over a cheapie tea.

Session Lead: Colonel John Davies, MBE, PhD, FCIIS, CEO, SudoCyber

11:00-11:30 Circular Economy Workshop - Enabling sustainable innovation in SMEs

A Programme Community of Practice (PCoP) approach to support regional sustainable innovation ecosystems.

Session Lead: Dr Gary Walpole, Circular Economy Innovation Community, Cardiff Metropolitan University

12.30-13:15 Keynote Talks (Theatr y Werin, Arts Centre)

12:30-12:45 **Welcome Remarks**, Professor Jon Timmis, Vice Chancellor, Aberystwyth University

12:45-13:00 **From Challenges to Opportunities: Navigating the New Economic Landscape for Regional Businesses**, Professor Homagni Choudhury, Head of Aberystwyth Business School, Aberystwyth University

13:00-13:15 **Delivering Regional, National and International Collaborative Projects** – How Aberystwyth Business School can help your business, Business School representatives

13:15-13:30 BREAK

13:30-15:10 Plenary Talks (Theatr y Werin, Arts Centre)

13:30-13:45 **Developing Sustainable Biorefinery Solutions for Business through Academia–Industry Collaboration**, Dr David Bryant, IBERS

13:45-14:00 **Understanding, Using and Trusting AI at Work**, Mark Price,
Business Development Director, Pugh Computers Ltd

14:00-14:15 **Who is Tom Kuhn anyway?!? Why everything we know about
teaching and learning is failing in subjects like Cyber and
AI**, Colonel John Davies, MBE, PhD, FCIIS, CEO, SudoCyber

14:15-14:30 **Enabling sustainable innovation in SMEs: A Programme
Community of Practice (PCoP) approach to support regional
sustainable innovation ecosystems**, Dr Gary Walpole, Circular
Economy Innovation Community, Cardiff Metropolitan University

14:30-14:45 **From Disruption to Resilience: Managing Risk in Global Supply
Chains** - Clare Davies, Head of Procurement at Nidec Drives

14:45-15:00 **Access to finance and the role of Community Financial
Development Institutions**, James Pittendreigh, Business
Development Manager, BCRS Business Loans

15:00-15:05 **Closing Remarks**, Dr Lyndon Murphy, Director of Research,
Aberystwyth Business School

15:05-15:10 **Vote of Thanks**, Dr Patrick Finney, Pro Vice Chancellor, Faculty of
Humanities, Aberystwyth University

15:15 – 16:45 Networking, tour of stands and one to one meetings

15:15-16:45 Optional Tours (***Please book at the Welcome/Registration Desk in the
Arts Centre***)

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16:45 Drinks Reception

(All talks to be recorded with permission of speakers to put on
Aberystwyth Business School website – www.aber.ac.uk/abs/business)