

14th UK China Space Conference Evaluation Report

23rd – 27th September 2019

Attendees

A delegation of 29 Chinese travelled to the UK for the joint UK China Space Conference 2019. 15 industry and academic institutions were represented, including attendees from the China National Space Administration, China Head Aerospace Technology Corporation, China Academy of Space Technology, Shanghai Academy of Spaceflight Technology, Shanghai Institute of Satellite Engineering, Institute of Remote Sensing and Digital Earth, Chinese Academy of Sciences, National Astronomical Observatories, Chinese Academy of Sciences, China Telecom Satellite Communications, Tsinghua University, Wuhan University, Shanghai Jiao Tong University, Xidian University and Beihang University.

The delegation included Vice Administrator Wu and [REDACTED] from the Chinese National Space Administration. Hosting the delegation during the UK Space Conference enabled a wider exposure to the Chinese of the breadth of the UK space sector. The UK Space Conference aim for 2019 was to encourage international participation which enabled the UK China Conference to broker sessions for Vice Administrator Wu to join the UK Space Conference, Head of Agencies Plenary session and separately meetings with UK Space Agency and the Chief Scientific Officer of the Foreign Office, Carol Mundell. As Vice Administrator Wu was unable to attend the UK China Space Conference at Harwell on Friday 27th, a private tour, hosted by the Director of RAL Space, Professor Chris Mutlow was co-ordinated on Monday 23rd September of the space test facilities at R100, ahead of the UK China Space Conference

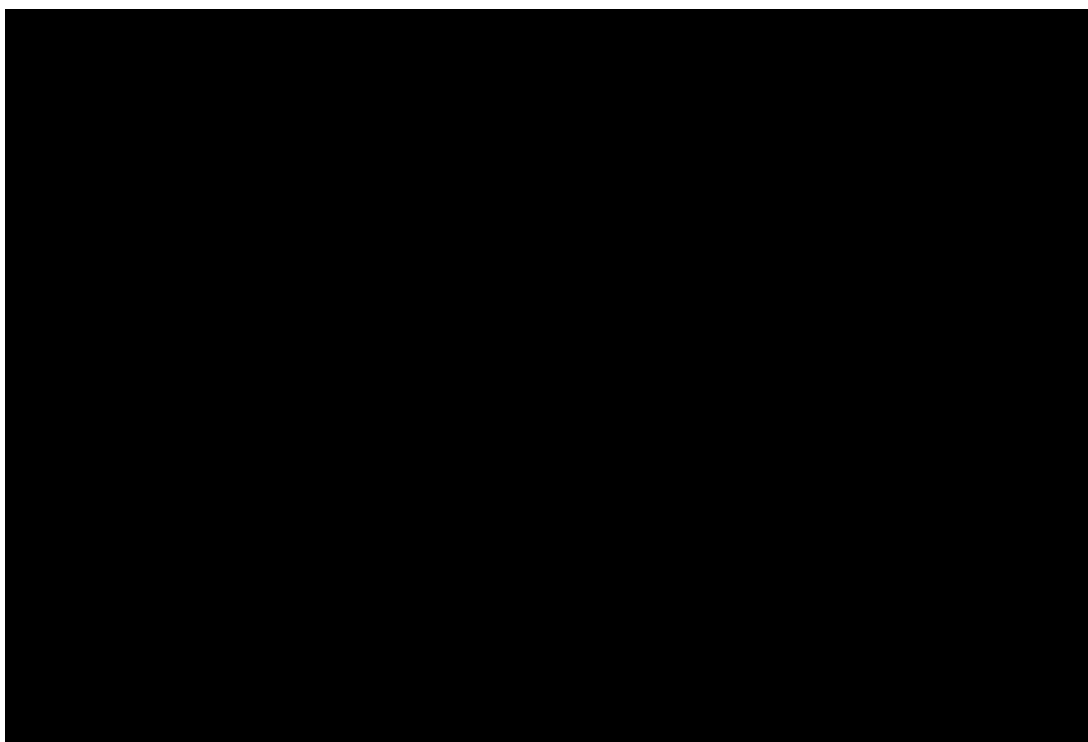
Chinese attendance – UK China Space Conference 2019			
Affiliation	ENGLISH NAME	SEX	TITLE
China National Space Administration	Yanhua WU	男M	Vice Administrator
	[REDACTED]	[REDACTED]	International Cooperation Department, Deputy Director General
	[REDACTED]	[REDACTED]	Deputy Director General
	[REDACTED]	[REDACTED]	Deputy Director General
	[REDACTED]	[REDACTED]	Deputy Director General, China Lunar Exploration and Space Engineering Center
	[REDACTED]	[REDACTED]	Director General, Earth Observation System and Data Center

			Deputy Director General, Satellite Assembly Integration and Test Center
			Senior Engineer
China Head Aerospace Technology Corporation.	ZHOU Dachuang		CEO
China Head Aerospace Technology Corporation.			Chief Representative of Europe,
China Academy of Space Technology			Professor
			Professor
			Senior Engineer
			Professor
Shanghai Academy of Spaceflight Technology			Research fellow
Shanghai Institute of Satellite Engineering			Research fellow
			Senior engineer
			Senior engineer
Institute of Remote Sensing and Digital Earth, Chinese Academy of Sciences			Doctor
National Astronomical Observatories, Chinese Academy of Sciences			Research Professor
China Telecom Satellite Communications			Principal Scientist
Tsinghua University			Associate professor
Wuhan University			Professor
Shanghai Jiao Tong University			Professor
			Doctor

Xidian University			Professor
Beihang University			Professor
			Professor
			Associate professor

UK China – Policy and Trade Session, UK Space Conference – Wednesday 24 th September				
UK attendees				
			Marketing Director	Oxford Instruments
Dr.	Marcell	Tessenyi	CEO	Blue Skies Space Ltd
			Director of Space	GMV UK
			Chief Innovation Officer	Satellite Applications Catapult
			UK Robotics Manager	GMV Innovating Solutions
			Partnership Manager	FAIR-SPACE Hub, Surrey University
			Business Development Manager Asia	ABSL Space Products
			Business Development Manager Asia	ABSL Space Products
Mr.	Alasdair	Hamilton	First Secretary Science & Innovation	British Embassy Beijing
Mr.	Daniel	Campbell	UK Managing Director	Effective Space
Mr.	Nick	Potts	Managing Director	Printech Circuit Laboratories Ltd
			Head of Asian Space Business	SCISYS
Mr.	James	Cemell	Vice President, Government Engagement	Inmarsat

UK registrations for UK China Conference – Harwell Friday 27 th September		
First Name	Surname	
[REDACTED]	[REDACTED]	STFC RAL Space
[REDACTED]	[REDACTED]	Satellite Applications Catapult
[REDACTED]	[REDACTED]	ABSL
Robert	Elliott	STFC RAL Space
[REDACTED]	[REDACTED]	University of York
[REDACTED]	[REDACTED]	Leicester University
[REDACTED]	[REDACTED]	FCO
[REDACTED]	[REDACTED]	Open Cosmos
[REDACTED]	[REDACTED]	
[REDACTED]	[REDACTED]	Satellite Applications Catapult
[REDACTED]	[REDACTED]	GMV
[REDACTED]	[REDACTED]	Diamond Light Source
[REDACTED]	[REDACTED]	Sihealth
[REDACTED]	[REDACTED]	Kayserspace
[REDACTED]	[REDACTED]	Leicester
[REDACTED]	[REDACTED]	Sihealth
[REDACTED]	[REDACTED]	TERREFLEXION
[REDACTED]	[REDACTED]	STFC
[REDACTED]	[REDACTED]	Leicester
[REDACTED]	[REDACTED]	Leicester
[REDACTED]	[REDACTED]	Sihealth
[REDACTED]	[REDACTED]	Strathclyde
[REDACTED]	[REDACTED]	Leicester



During the UK Space Conference the Chinese delegates had opportunities to meet with a wide network of UK delegates both during informal networking at the Space conference and during the organised tours of the trade stands, co-ordinated by RAL Space.

While interest was high, fewer UK delegates attended, than had registered, for the specific UK China Space Conference at Harwell on Friday 27th. This maybe because some of the UK attendees had already had the opportunity to meet with the Chinese delegation during the Policy and Trade session on the Wednesday, during the Space Conference and had already made business connections.

Attendee feedback

- [REDACTED], Research Scientist, RAL Space: "Thank you for including us. I had 2 representatives very interested in the lunar magnetic anomalies. They asked for my details to continue correspondence. One did mention about future rover destinations."
- Prof Anu Ojha, Director of the National Space Academy: "Well done to you and the whole STFC team for a superb programme of UK-China events last week! Our guests from both China and the UK were blown away and the Harwell finale was a superb plenary day."
- [REDACTED], on behalf of Beihang University:

"The Joint Laboratory has gone through more than a decade of history and held China-UK Space Science and Technology workshops 14 times, which [REDACTED] has led to extensive cooperation between universities and research institutes in the field of space science and technology between China and the UK. The Chinese and British sides jointly undertaken a number of international scientific and technological projects at home and abroad, such as [REDACTED] Newton Fund agricultural remote sensing and other international cooperation projects, and made some achievements with domestic and [REDACTED] international influence." We are quite willing to proceed for more and future cooperation. We would like to hear more from you later.

Social and digital media

It was decided to take a low-key approach to promoting the UK China Space Conference this year due to discussions taking place within STFC and in wider government. As a result we did not proactively seek media coverage in the UK or China and we covered the event minimally on RAL Space social media channels.

Communications objective:

- Increase awareness of the UK China Joint Space Laboratory and how it can help UK researchers looking to partner with China

Target audience:

Although we only posted 7 Tweets and 1 Instagram post during September we achieved:

- **Over 6,000 impressions** out of 32 tweets for the month and 89.2K impressions for the month overall.
- **Over 200 engagements** with our content including likes, clicks and reposts
- Resulting in a notably high average **engagement rate of 1.5%** - (engagement rate is the percentage of people who interacted with posts out of the total number of people who saw it - a good engagement rate is considered to be between 0.09% - 0.33%)
- On Instagram we achieved **719 impressions** and **46 interactions** on just one post

The majority of our twitter audience are also the audience we want to promote the opportunities for collaboration in China to. They are largely based in the UK with an interest in science, technology and space and many work in relevant communities in the UK space sector.

Beihang University invited China Central TV (CCTV) to Newport where interviews were filmed with Dr Alice Bunn, Director of International Policy, UK space Agency and Robert Elliot, Head of Business Development, RAL Space.

Twitter



RAL Space
@RAL_Space_STFC

A very warm welcome to Harwell to delegates for the 14th UK China Space Conference! Discussions about joint projects to address [#globalchallenges](#) of food security and air quality and future opportunities for exploration are well underway. 🇨🇳 🇬🇧 [@STFC_Matters](#) [@UKRI_China](#)




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4 Retweets 12 Likes

Instagram



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A very warm welcome to Harwell to delegates for the 14th UK China Space Conference! Discussions about joint projects to address global challenges of food security and air quality and future opportunities for exploration are well underway. 🇨🇳 🇬🇧 [@bigscience_stfc](#) [@beihang1952](#)


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SEPTEMBER 27

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Dr Alice Bunn, Director of International Policy, UK Space Agency in discussion with Mr Wu and [REDACTED]

