

# The 1<sup>st</sup> West Midlands Battery EcoSystem Conference & Expo

An EnabledFuture Event

## Event Brochure

To register for a  
**FREE** pass, scan the  
displayed QR Code



**Date:** 4<sup>th</sup> November 2024

**Location:** MTC Coventry

**Time:** 8.30 am - 4.30 pm

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WMBE  
2024



# Event Outline



Venue: MTC, Antsy Park, Coventry, UK  
Click on icon for map



Presentations and panels from leading battery experts



Free event entry for attendees including lunch & refreshments



Explore up to 20 exhibition stands from local suppliers



Network with over 100 battery supply chain participants



Test drive EVs at the event with local retailers

To register for your FREE pass, click [here](#)



# Event Speakers

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2024



**Steve Weir, Head of Economic Development, Coventry City Council**



**Mona Faraji Niri, Assoc. Prof., Battery Modelling, WMG,**



**Dr Gavin Harper, Research Fellow at Met4Tech UKRI**



**Naseer Ahmed, Commercial Director of UKBIC**



**Dr Nessa Fereshteh-Saniee, Senior Scientist, Agratas**



**Tom Seward, EU Accounts Director, Ecobat Solutions**



**Blessin Annie John MBA Student, Durham University**



**Steve Doyle CEO, EVera Recruitment**



**Dr Thomas Bartlett, Deputy Director UKRI Faraday Battery Challenge**



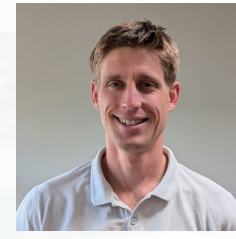
**Dr Mickey Crozier, Chief Engineer, MTC**



**Dr Michelle Lynch, CEO, Enabled Future**



**Dr Aaron Wade, Head of Battery Costs, CRU**



**Tim Shelley, Founder, TJ Digital Systems**



**Dr Dhivya Egambaram Enabled Future**

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# Event Organisers

Enabled  
Catalysts

Catalyst technology for circular lifecycles of chemical building blocks, specialty & fine chemicals, energy carriers & biorenewables

Enabled  
Power

Enabling technologies for clean power value chains including rechargeable batteries, fuel cells, electrolyzers & solar photovoltaics

Enabled  
Metals

Sustainable technologies for circularity in high value platinum group metals (PGM), battery metals & other critical energy metals

Enabled  
Circular

Circular Economy focus for production of polymers, plastics, rubbers, fibres from renewable feedstocks and waste fractions

**EnabledFuture** is a boutique sustainability consulting firm in Solihull, UK, founded by Dr. Michelle Lynch, CEO in 2016. Michelle is a PhD in chemistry and catalysis. Her 26+ years in metals and consulting include roles at Johnson Matthey, S&P Global, and NexantECA.

EnabledFuture looks to optimize technology portfolios for sustainability, focusing on industries reliant on valuable metals and their recovery. It offers subscription and bespoke reports, training, and industry conferences.

Notable clients include Benchmark Mineral Intelligence, The Nickel Institute, Innovate UK, Mennta Energy Solutions, EcoNiLi Battery, Hensel Recycling and several circular economy startups.

To learn more about Enabled Future click [here](#)



# Event Agenda 1

## Conference Session 1: Battery Supply Chain, Session Chair: Steve Doyle, EVerA Recruitment

- 08:30-09:00** Registration & Refreshments
- 09:00-09:05** Chair's Intro, Steve Doyle, CEO, EVERA Recruitment
- 09:05-09:30** Keynote Speech: Steve Weir, Strategic Lead for Economic Development  
Regeneration & Economy Directorate, Coventry City Council
- 09:30-09.45** Profile of the West Midlands Battery Supply Chain & Survey Results,  
Dr Michelle Lynch, CEO Enabled Future
- 09:45-10.05** Faraday Battery Challenge Overview, Thomas Bartlett, Deputy Director UKRI,  
Faraday Battery Challenge
- 10:05-10:35** Panel Discussion
- 10:35-11:00** Morning Break & Networking

## Conference Session 2: Battery Producers, Session Chair: Dr Nessa Fereshteh Saniee, Agratas

- 11:00-11:30** AI-Driven and Model-Based Battery Manufacturing Process Optimisation & Control,  
Mona Faraji Niri, Associate Professor, Battery Modelling, WMG
- 11:30-12:00** Bridging the gap from R&D to mass production: the importance of battery  
manufacturing, Naseer Ahmed, Commercial Director, UKBIC
- 12:00-12:30** Panel Discussion
- 12:30-13:30** Lunch & Networking

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# Event Agenda 2

## Conference Session 3: Battery Circularity, Session Chair: Dr Aaron Wade, CRU

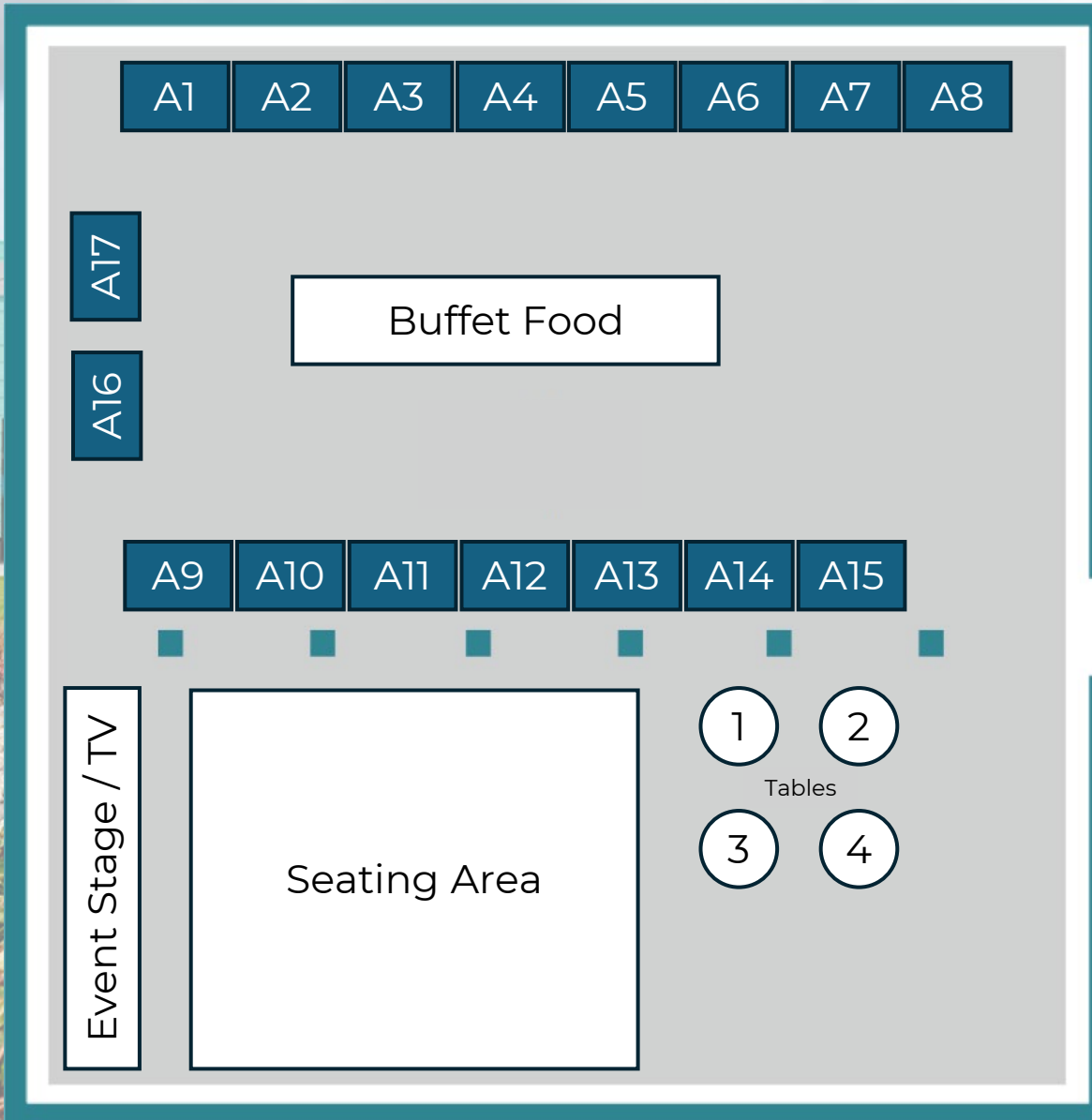
- 13:30-14:00** MTC Battery Projects & Recycling, Dr Mickey Crozier, Chief Engineer, Component Technologies, Manufacturing Technology Centre (MTC)
- 14:00-14:30** West Midlands Battery Reuse & Recycling, Dr Gavin Harper, Research Fellow Met4Tech UKRI Interdisciplinary Circular Economy Centre for Technology Metals
- 14:30-15:00** Battery Circularity Panel
- 15:00-15:30** Afternoon Break & Networking

## Conference Session 4: Startups & Early Career Session Chair: Dr Michelle Lynch, Enabled Future

- 15:30-15:50** Wireless Power Transfer A Complementary Technology with Supplementary Advantages, Blessin Annie John, Durham University
- 15:50-16:05** How to Systematically Build Product and Process Robustness, Tim Shelley, Founder, TJ Digital Systems
- 16:05-16:15** Young Employee Initiatives, Polestar tbc.
- 16:15-16:30** Panel Discussion
- 16:30** Conference Close

For STARTUP PITCH opportunities click [here](#)

# Exhibitor FloorPlan



## Expo Floor Plan / Exhibitors

Bays listed are for the event exhibitors. These will measure approx. 2.5x 2m.

- A1:** Reserved for IOM3
- A2:** Reserved
- A3:** Reserved for EVera
- A4:** Reserved
- A5:** **Available**
- A6:** **Available**
- A7:** **Available**
- A8:** **Available**
- A9:** Reserved for PI-KEM
- A10:** Reserved
- A11:** **Available**
- A12:** **Available**
- A13:** **Available**
- A14:** **Available**
- A15:** **Available**
- A16:** Reserved for the RSC
- A17:** Reserved



# Event Exhibitors

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Stands Available:

£750 + VAT (Commercial Organisations),

£500 + VAT (Non-Profit Organisations)

Virtual Exhibition for £100 + VAT

For EXHIBITING opportunities click [here](#)