

# Queen Elizabeth II's birthday

## Celebrating with great British tradition and innovation

Tim Hitchens  
BRITISH AMBASSADOR TO JAPAN

I will draw this year's Queen's Birthday Party to its conclusion by unveiling a symbol: A limited edition photograph of Her Majesty for her 89th birthday — taken in black and white by the U.K.'s leading photographer, with a hint of the mischief and humour for which the British monarch is famous. It's a mix of the traditional and the very up to date.

That mix is at the heart of Britain in 2015. It gives me great pleasure to have been asked to send a message to the



readers of The Japan Times today. The United Kingdom, like Japan, believes strongly in tradition. This year, we are proud to be celebrating four generations of the royal family. We'll be showcasing a photo exhibition of key moments from the Duke of Cambridge's Japan visit earlier this year and welcoming the birth of Princess Charlotte — the latest addition to the family early last month.

Every year, we receive many kind messages from all over Japan, which show the great warmth and affection the Japanese people have for the British royal family. This year has been no exception, with Prince William's visit followed swiftly by the birth of his daughter. Tradition and history are com-



### 英国と創る未来

mon bonds that unite our two great countries.

But while the legacies of the past are important, so too are the promises of the future. I have chosen to celebrate the multiplicity of forward-looking partnerships we enjoy through a yearlong "Innovation is GREAT" campaign, working closely with British and Japanese companies. Our goal is simple: Celebrate and build

those links between British and Japanese people who together are designing and producing our common future.

We are both lucky enough to have a great reservoir of knowledge and expertise that allows us to design the future in business, IT, academia, R&D or the creative sectors.

The U.K. is known for its entrepreneurship and spirit of innovation. A well-established business environment and governance, government support and incentives help make creative ideas come to life. Our discoveries, inventions and ideas have a profound impact on the world. Famous entrepreneurs include James Dyson, Paul Smith and Richard Branson. Famous British inventions include the world-

wide web, the automated teller machine (ATM), the hypodermic syringe, the wind-up radio, which has helped share vital information in protecting against infectious diseases, and the wonder material graphene.

Great ideas flourish in Great Britain. The U.K. is home to 29 of the world's top 200 universities, more than 4 percent of the world's researchers and 11 percent of Nobel laureates are based in the U.K. — a country with just under 1 percent of the world's population. The U.K. boasts the most productive research base in Europe — our top ranked universities and research institutes conduct high-quality science that feeds the innovation pipeline. We are also the top destination for inward R&D investment in Europe.

But we can harness those strengths even more working with our top partners. Japan is the second biggest contributor of foreign direct investment into the United Kingdom. It has also generated many great business ideas and technologies, and has great strength in sophisticated manufacturing. And Japan is now seeking collaboration in the open innovation context. When the U.K. and Japan work together, we are world leaders. Publications of our joint research are cited 2.5 times more than the global average. We are part of each other's success. More cars are produced at Sunderland's Nis-



Her Majesty Queen Elizabeth II travels in a carriage from Buckingham Palace toward the Houses of Parliament in London on May 27 to deliver a speech to open Britain's Parliament after the new Conservative government was elected. AP

san factory than in the whole of Italy.

International collaboration is a priority for the U.K. Over 10 percent of the U.K.'s total science budget contributes to international research collaborations; 40 percent of U.K. research council grants have an international component; and 40 percent of U.K. research staff and 50 percent of U.K. Ph.D. students are from overseas. More than 8,000 researchers are exchanged between Japan and the U.K. each year and many university-business links and interna-

tional business collaborations are already bearing fruit. There is thriving collaboration between businesses and universities in the U.K. (over £3.5 billion per year). Investment from companies such as Hitachi and Toshiba in U.K. universities shows the value of this expertise. U.K. universities have a strong record in nurturing world leaders: They are ten times more likely than the United States to have educated a future head of state.

Sustained investment by the government in the U.K.'s science and innovation system ensures we have the facilities and capabilities to remain global leaders, with £5.9 billion allocated over the next 5 years, including £3 billion to support our world class labs in universities and our research institutes.

Over the coming months, there will be a range of exciting events and activities. The "Japan-U.K. Tech Awards" — a competition to encourage Japanese start-ups to take their tech businesses to the U.K. — is marking its second year and is

now underway. One of last year's three winners is already looking to start up in the U.K. This year will also see a two-week road trip, when a Nissan LEAF electric vehicle will have an exciting homecoming, making its way around Japan. Look out for a host of celebrity drivers. And later in the year, there will also be events organized around the key sectors of robotics, smart energy, connected infrastructure and genomics.

"Innovation is GREAT" — shaping the future with the U.K. will bring your ideas and technology to the global level.

So in appreciation of a long legacy of tradition and an enduring future of innovation and partnership, please join me in celebrating Her Majesty's The Queen's 89th birthday. Long may she reign and long may she keep her wicked sense of humour.

For more information, visit the "Innovation is GREAT" blog and find out about exciting upcoming events at: [www.innovationisgreat-jp.com](http://www.innovationisgreat-jp.com).

Birthday Greetings

to

Her Majesty

Queen Elizabeth II



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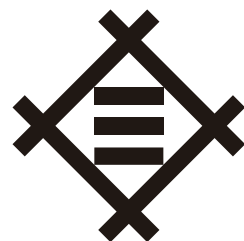
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to

*Her Majesty*

*Queen Elizabeth II*



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