

Promoting International Collaboration and Inward Investment

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R&D – Vital to UK

- Lord Davies said:
UK Trade & Investment (UKTI) has helped to attract an estimated £500 million in R&D investment into the UK in the last two and a half years.

“The UK attracts the most R&D investment in Europe. We have the right business environment, strong intellectual property protection, world-class talent, great creativity and strong R&D base.”

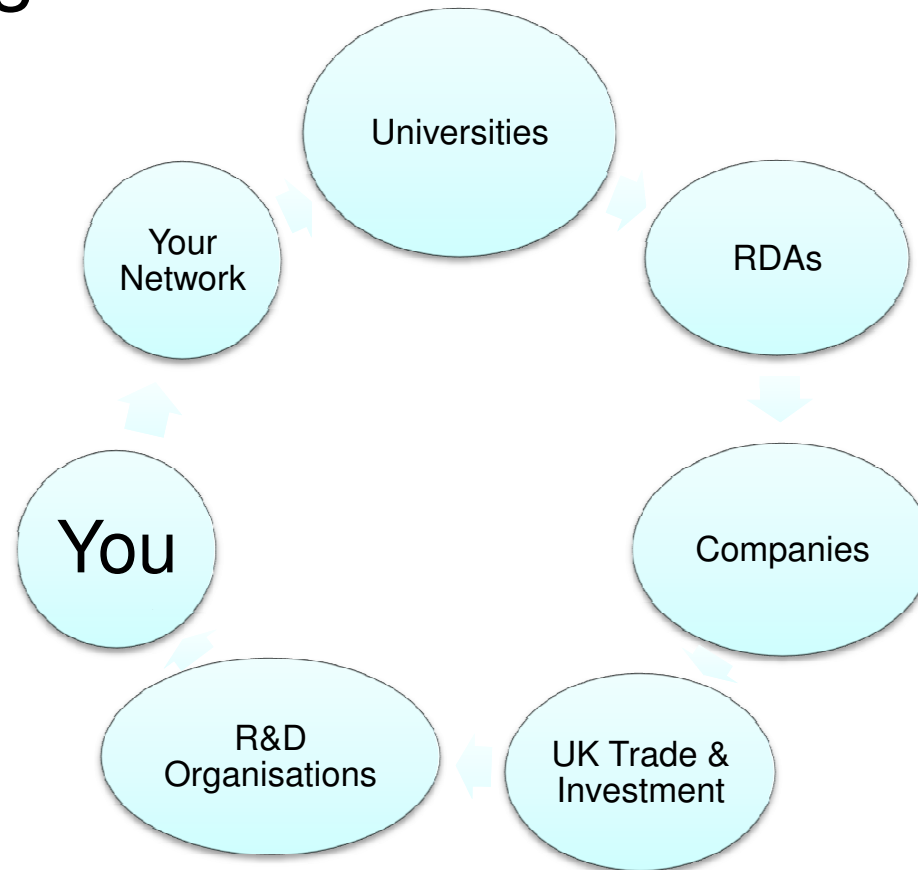
Attract Knowledge Base Industry

- Inward Investment: Attract Knowledge Base Industry
- UK Trade & Investment Target: 75% of all new investment is knowledge based
- Increased uptake in R&D activity in West Midlands/UK
- More Global R&D investment

R&D Investment

- Understand technology strengths of region
- Map out knowledge base
- Connect with right contacts at R&D intensive Companies/ Research Organisations
- Make Case for R&D investment

Networking



Using Links & Networks

- RDA Overseas Network
- UK Trade & Investment Network
- UKT&I R&D Specialist Network
- University Connections
- Alumni Networks
- Company Connections
- Research Collaborators worldwide
- Research Organisations
- Many Others

Overseas Representation Network

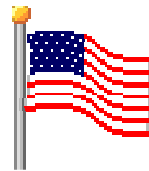
Europe

- Benelux
- Germany
- France
- Nordics



North America

- Montreal
- Chicago
- Washington DC



Asia-Pacific

- India -Mumbai
- Australia -Melbourne
- Japan - Tokyo
- China –Shanghai



Transformational R&D Projects



Characteristics of transformational projects

- *Typically larger scale*
- *High value projects*
- *Knowledge Driven Investment*
- *Well known companies*

Current Big Company R&D Request

- Displays
Mobile Computing
Robotics
AI for autonomous agents
Data mining
Signal processing
Embedded/distributed systems

- **WHO DO YOU KNOW?**

Current Activities

- Identifying Events/Shows to showcase WM R&D
- Support UKT&I R&D Specialist engagement with Firms
- Science City visit to Boston and Chicago
- Academic Ambassadors Programme
 - Partial Support of Travel
 - High profile engagement with R&D companies
 - Conference Speaker

Collaborative Working with Industry

Linking Industry with UKTI R&D specialist and R&D Funding opportunities

Strengthen Academia links with Business in UKTI West Midlands missions aboard

Support Academic Seminars to Business audiences aboard

Focus on commercially viable R&D activities

Alert Industry to Science City resources

Future Activities

- Build up list of Target Firms with YOU!
- Develop Proactive Proposition to Target R&D Firms
- Academic Ambassadors Programme aboard
- Visits/ Meetings with R&D Firms involving Regional Contacts (Industry and Academic)

More R&D!

- Work with You to Bring to West Midlands
 - Research Collaboration Partners
 - Increase R&D activity in West Midlands
 - Transformative R&D projects