



Innovation and R&D

The West Midlands is a region where innovation comes naturally. This is a region proud of its track record of bringing world ideas to life. Strategic locations, such as technology corridors have been created to ensure a future full of big ideas. Always seeking to encourage businesses to push the boundaries of inventiveness. To embrace innovation.

- * Home to the highest pedigree of research organisations including QinetiQ (electronics), MIRA (automotive industry), RAPRA (rubber and plastics) and CERAM (ceramics)
- * Over 500,000 students are in full or part time education in the region, attending some of the UK's most prestigious universities and research centres. Our educational institutions have built strong links with regional, national and international businesses. The Universities of Aston, Birmingham, Coventry, Keele, Staffordshire, Warwick and Wolverhampton all have Science Parks with facilities to transfer academic expertise to industry and commerce
- * The Warwick Manufacturing Group provides post-experience education and industrially relevant research and development in collaboration with over 40 UK and international companies
- * Aston Business School was the first, and currently the only UK business school to be accredited by EQUIS (the European Quality Improvement System) and has close links with industry, commerce and the public sector in the UK and abroad
- * The University of Birmingham has R&D links with companies including British Aerospace, Ford, IBM, Kodak Ltd, London Underground Limited, the Ministry of Defence and Rhone Poulenc

The West Midlands Region has a strong infrastructure in place that encourages ingenuity in business practices through R&D networks, knowledge transfer initiative and a focus collaborative working.

Be a part of it. If you'd like to speak to a sector specialist about the West Midlands Region as a potential location for your business, call the Inward Investment Team at Advantage West Midlands on +44 (0) 121 380 3500 or email info@investwm.org