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Growing Local Business

Connecting Universities to Business

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UK Universities as Drivers of High-Value Growth

Professor Simon Collinson
Dean, Birmingham Business School

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Three connected challenges which Universities can (do even more to) help solve…

1. More investment in and development of ‘translation’ activities to transform R&D and invention into commercially successful innovation
2. Focus efforts on high-value sectors of the economy
3. Improve regional growth prospects through selective engagement with local clusters / growth hubs

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Three gaps which we need to bridge (even more) effectively to improve engagement and promote high-value growth…

1. Between (some) academics and (some) practitioners
2. Between STEM and the social sciences
3. Between Universities (as local / regional assets) and public sector agencies and firms with local interests

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Research and workforce development strengths in key sectors

Greater Birmingham & Solihull LEP ESIF Strategy (2014)

High Growth, High Value Add	High Volume, High Job Creation	High FDI potential
Advanced Manufacturing • Materials (UoB) • Servitisation (Aston) • Design (BCU)	Tourism & Hospitality • Hospitality (UCB) • Cultural Heritage (UoB)	ICT • Electronic Systems (Staffs) • Photonics and Sensors (Aston) • Artificial Intelligence (UoB)
Life & Health Sciences • Cancer (UoB) • Neuroscience (Aston) • Translational Medicine (UoB) • Healthy Ageing (Aston)	Business, Professional & Financial Services (See previous column)	Automotive & Manufacturing • Rail Technology (UoB) • Electric Vehicles (UoB)
Digital, Creative • Digital Media (BCU) • Data Analytics (Aston, UoB) • Media Arts and Technology (Staffs) • Social Media (Newman)	Food & Drink • Catering and Food Science (UCB) • Microbiology (Aston) • Food Security (UoB)	Food & Drink (See previous column)
Business, Professional & Financial Services • Business Schools(Aston, UoB, BCU)	Healthcare • Vision Sciences (Aston) • Nursing (BCU) • Pharmacy (Aston) • Diet and Nutrition (UCB) • Sports Science (UoB)	Logistics • Supply Chain Management (Aston) • International Logistics (BCU)
Low Carbon & Environmental Technologies • Bioenergy (Aston) • Hydrogen (UoB) • Sustainable Development (BCU) • Biomass (Staffs)	Construction • Intelligent Buildings (BCU) • Smart Cities (Aston, UoB, BCU)	Life & Health Sciences (See previous column)

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What works? And what might work better?

1. Manufacturing Technology Centre (Ansty)
2. Institute for Translational Medicine (Birmingham)
3. ESRC Urban Transformation programme
4. Birmingham Business School KPMG partnership

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