

Press Release

Birmingham City University and Fraunhofer IMW to build a strategic European partnership

BIRMINGHAM AND LEIPZIG, 17TH AUGUST 2016 – Birmingham City University and the Fraunhofer-Gesellschaft today signed an MOU to build a strategic partnership, formed in the context of a changing Europe and a growing regional renaissance in the West Midlands of the UK. Both parties will work to advance their relationship in international research cooperation, technology and innovation transfer, commercialization and training across a range of sectors.

This groundbreaking initiative builds on the recent development of a number of significant projects where Birmingham City University is playing a leading role, including [STEAMHouse](#), the Birmingham Knowledge Hub and the launch of the six-strong '[Midlands Enterprise Universities](#)'. Employing more than 24,000 staff, Fraunhofer is Europe's largest application-oriented research organization with research efforts geared entirely towards human needs: health, security, communication, energy and the environment. The international and interdisciplinary team of experts at the Leipzig-based Fraunhofer Center for International Management and Knowledge Economy IMW, combines its economic, social, political and cultural scientific expertise to answer questions relating to knowledge and technology transfer, corporate development in international competition, sustainability management and infrastructure economics. This international capability will be married with Birmingham City University's applied research strengths across the creative industries, social sciences, architecture and urban development, transport and mobility, cyber security and digital technologies, among others.

Building on Birmingham City University's extensive engagement with business and well-established track record of collaborative working, the partnership will leverage Fraunhofer's unparalleled expertise in technology transfer and commercialization, the development of creative spaces and applied research. Forming part of STEAMhouse, the "Birmingham City University / Fraunhofer IMW" partnership will deliver a new model of pan-regional innovation, build research excellence and create a platform for international market development.

In a parallel agreement, Fraunhofer IMW will also enter into a partnership with smart city and innovation leaders Redpill Group, who have spearheaded the development of the Birmingham City University / Fraunhofer IMW partnership; as strategy consultants and innovators in urban technologies, Fraunhofer and Redpill will work together

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internationally to incubate, build and support new companies and accelerate their growth in global markets. Redpill will engage Fraunhofer's capabilities to support technology innovation and enterprise, developing new products and services applied specifically to citizen-centric smart city projects. Fraunhofer IMW and Redpill will work closely together to create new markets, open up commercial opportunities and drive new business creation.

All parties expect that formal partnership agreements will be completed by October 2016.

Quotes:

Professor Dr. Thorsten Posselt, Director of the Fraunhofer Center for International Management and Knowledge Economy, said „We know how technology development and transfer work. As an integral part of Fraunhofer, our practically oriented research and our solutions are always focused on finding solutions for specific problems in business, politics and society. Together with our partners we aim to identify new markets to tap and to ensure the competitiveness of German and European companies.“

Professor Julian Beer, Deputy Vice Chancellor of Birmingham City University said “Birmingham City University is delighted to be establishing this formal relationship with one of Europe’s best known applied research organizations, which aligns so well with our mission and values – it builds on our groundbreaking STEAMHouse initiative; putting creativity and design at the heart of innovation and productivity.”

Dr Robin Daniels, Managing Director of Redpill Group, said “the decision by the UK to leave the EU has sent shock waves through the British and European research and innovation community. Amid the uncertainty that has followed it is more important than ever to forge new partnerships, to raise the bar and to deliver even greater value to our clients and partners. The new partnerships that will result from this announcement will do just that and we are delighted to not only have driven and closed these agreements, but also to be an active party in taking them forward to Europe and the world.”

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ABOUT:

Birmingham City University

With more than 23,500 students from 80 countries, Birmingham City University is a large, diverse and increasingly popular place to study. The University works with in excess of 5,000 businesses regionally, nationally and internationally, utilizing its academics, students and graduates to solve real world problems. www.bcu.ac.uk.

Redpill Group Ltd

Redpill Group are strategy consultants and innovators in urban technologies and commercial development. Working internationally with cities, companies and universities to deliver sustainable solutions to complex challenges, Redpill Group also combines innovation with the incubation, building and support of young companies; developing new technologies and working with partners to take them to global markets. www.redpillgroup.com

Fraunhofer Center for International Management and Knowledge Economy, IMW

In 2016, Fraunhofer IMW is able to look back over ten years of applied socio-technological and socio-economic research and experience in Leipzig. The Fraunhofer economists develop science based solutions to meet the challenges of globalization, and to ensure the long term success of clients and partners from the worlds of business, industry, research and society. Man, his environment and life's realities are the focus of the institute's international projects, innovation projects, analyses and networking activities.

Originally founded as the Fraunhofer Center for Central and Eastern Europe (MOEZ) in 2006, the institute has rebundled its economic, social, political and cultural scientific expertise and services under the new name Fraunhofer Center for International Management and Knowledge Economy, IMW since July 18th, 2016.

The institute's international and interdisciplinary team of experts answers questions about knowledge and technology transfer, corporate development in international competition, sustainability management and infrastructure economics.

www.imw.fraunhofer.de/en