

University of Birmingham launches Business Club

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Businesses from across the region recently visited Birmingham Research Park for an opportunity to network, be informed about funding opportunities available and learn how they can access the knowledge and expertise at the University of Birmingham.

Delegates were also treated to an informative and entertaining talk on consumer markets and brand loyalty by marketing expert, Isabelle Szmigin, Professor of Marketing at the University of Birmingham.

The audience was a mix of business leaders who have already benefitted from engaging with the University of Birmingham and potential partners eager to tap into the considerable opportunities on offer from the University.

Nick Blinco, Director of Engagement, University of Birmingham welcomed guests and was delighted to announce the launch of The Birmingham Business Club which will be a gateway for business, in particular local SMEs, to the University.

“The Club will provide an opportunity for businesses to network with peers, find out ways to work with the University and also be able to influence how we can enhance our business offer. In addition it will facilitate debate as we are keen to listen to what business want and respond quickly.” commented Nick Blinco.

Businesses who become members of the Club will benefit from regular breakfast networking events, new funding announcements, access to a range of state-of-the-art equipment and free hot desks and meeting rooms in the parks business incubator, BizzInn.

The BizzInn which hosted the event, is the University's new business incubator, situated at **Birmingham Research Park** (<http://www.birminghamresearchpark.co.uk/about/>). It provides free space and access to specialist business advice and networking for entrepreneurial start-ups.

James Wilkie, Director of Research and Innovation Services at the University of Birmingham said, “We are delighted to showcase the support we have already given many businesses in the region and look forward to working with many more. Birmingham Research Park offers a vibrant location in the heart of Edgbaston with easy access to the University and the QE Hospital”.

The Birmingham Business Club is one such service which can be accessed through BizzInn to interact with other businesses and the academic community.

To find out more about the benefits of becoming a member of the Birmingham Business Club [contact the business team \(mailto:businesssteam@bham.ac.uk\)](mailto:businesssteam@bham.ac.uk) at the University of Birmingham, Tel: +44 (0)121 414 5070.

To find out more about BizzInn, contact [Paul Field \(mailto:p.field@bham.ac.uk\)](mailto:p.field@bham.ac.uk), Tel: +44 (0)121 414 6132.

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