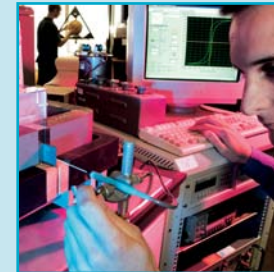


# Innovation and technology support for you



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government

[www.wales.gov.uk/innovation](http://www.wales.gov.uk/innovation)





# Innovation and technology support for you

Innovation is about applying new ideas in every area of your business to make it more successful. It is the lifeblood of every business.

Our team is here to help make Welsh businesses more innovative through technology, and help develop new market led products, services, processes and technologies.

'If a company is not prepared to innovate, then that company will die – particularly if it is a small company'

Margaret Llewellyn,  
Managing Director,  
Swansea Container Terminal plc.

## Why come to us for help?

Free impartial advice from people with industrial expertise

Access to knowledge, ideas and good practice to develop your business

Funding to protect, develop and exploit your ideas

Time saving help to guide you to the latest technology, equipment and facilities

A network of innovation centres designed for the needs of technology based businesses

In 2006 we helped nearly 3,000 businesses and individuals

Let us help you too.

## ADVICE

Does your business need to change but you don't have time to find out what help is out there?

Our team of experienced Innovation and Technology Counsellors based throughout Wales provide free advice on innovation and technology and can come and talk to you. Between them they have many years of industrial experience and can help you at every stage of the innovation process. There are also specialist advisory services focused on both design and manufacturing.



### TBS CASE STUDY

What happens when the cost of the components in your product increase? Flintshire-based Tepnel BioSystems faced just this challenge when their key component supplier increased the price of the plastic casework for their food test kits by 50%. The increase in component costs provided Tepnel BioSystems with the opportunity to redesign the devices.

The first step was to contact an injection moulding company that had in-house product design facilities.

At this stage the company contacted their local Innovation and Technology Counsellor who assisted them with sources of funding and advised them on all aspects of IPR including non-disclosure agreements, copyright, and design rights.



IDEAS

Do you have a great idea but need help to protect and commercialise it?

Help is available to turn your idea into success. No matter what your business does it is important to legally protect your ideas. We offer advice and funding to protect your intellectual property. Once you have a new idea, developed or improved a product, or process we can help to find commercial partners for licensing or manufacturing agreements.

If you are a lone inventor we also run a network designed for you. Each year Welsh inventors achieve success and recognition for their ideas as a result of the help we provide.

If you are looking for ideas or help to solve a problem we provide access to the knowledge in academic institutions and best practice in other businesses that could transform your business. You could also join technology or sector based business network to share ideas and help you keep up to date with the latest technology.

SW CASE STUDY

“My husband, Peter, invented SkiWeb - a special strap to carry awkward ski equipment - when he got fed up struggling to carry sets of skis and poles for all the family on skiing holidays in Switzerland.” explains Sian Brooks. “Inventing and developing the product was easy – we just didn’t know what to do next! We contacted the Welsh Assembly Governments Wales Innovators Network for advice and they were great. They provided us with a step-by-step process which took us through each stage in a very structured way.”



## SPECIALIST FACILITIES, EQUIPMENT & KNOWLEDGE

Want to reach the right partner without wasting time?

We can help you find academic expertise within Wales and beyond. Through working closely with academic institutions and supporting their work with business, we understand their expertise. We can help you tap into their centres of research excellence and specialist facilities to develop your ideas and find solutions to your technical problems.

If your technology business is young and growing you may be interested in locating your business in Technium, a prestigious network of innovation centres. We also run an Engineering Centre for Manufacturing and Materials.

RS CASE STUDY

“Through Technium the Welsh Assembly Government has given us the kind of support that encourages high-tech companies such as Rockfield to flourish.

The combination of expert advice and guidance and state of the art facilities has made a real contribution to Rockfield’s growth and we look forward to making greater use of the Technium programme”  
John Cain, Sales Manager, Rockfield Software.



## FUNDING

Does your business need funding?

Our research and development fund can support you whatever stage you are at from technical feasibility through to industrial research, design and development. The fund enables businesses to protect their intellectual property, develop new products, design and introduce new processes and invest in new equipment. Many projects benefit from having an academic partner and help is available to find the right partner if appropriate.

We also help businesses access R&D funding from key funding organisations including the European Commission and the DTI.

### MMS CASE STUDY

' Cardiff based Maelgwyn Mineral Services is a small to medium sized enterprise (SME) dedicated to developing and commercializing patents and proprietary technology in the fields of mineral, chemical and waste processing. Its G-Cell, developed with the aid of SMARTWales funding, is a pneumatic flotation separation device for the economic recovery of minerals and metals. It can also be used for environmental remediation of waste and contaminated industrial suites. It is faster, more compact and more flexible than rival technologies. Already the G-Cell is gaining market acceptance worldwide.'

## NEW MARKETS

Has your business developed a new technology but needs help to exploit and license it to new markets?

We can put you in touch with businesses right across Europe. We arrange brokerage events; produce a quarterly technology magazine and a monthly e-mail bulletin you can sign up to.

### ERGONAMICS CASE STUDY

' When product designer Nick Williams, Ergonamics, first had his idea for an innovative lumbar support system, little did he realise how long it would take to get the product into the market. After support from many areas of the Technology & Innovation team the idea was protected, product development completed and tooling commissioned .

He then tapped into the Wales Innovation Relay Centre for help in finding potential end users for the product.

Having posted a Technology Offer around the network he received leads from around Europe for office seating, medical seating and aerospace applications. The first to sign a global exclusive licensing deal is Samas in Holland - one of Europe's largest and most innovative office seating businesses.'



## ICT

Do you know that effective use of Information and Communication Technologies (ICT) can enhance your business?

In today's business environment, basic use of computers, networks, broadband and the Internet is essential for most organisations to survive. Effective use of these technologies can bring a real competitive business edge.

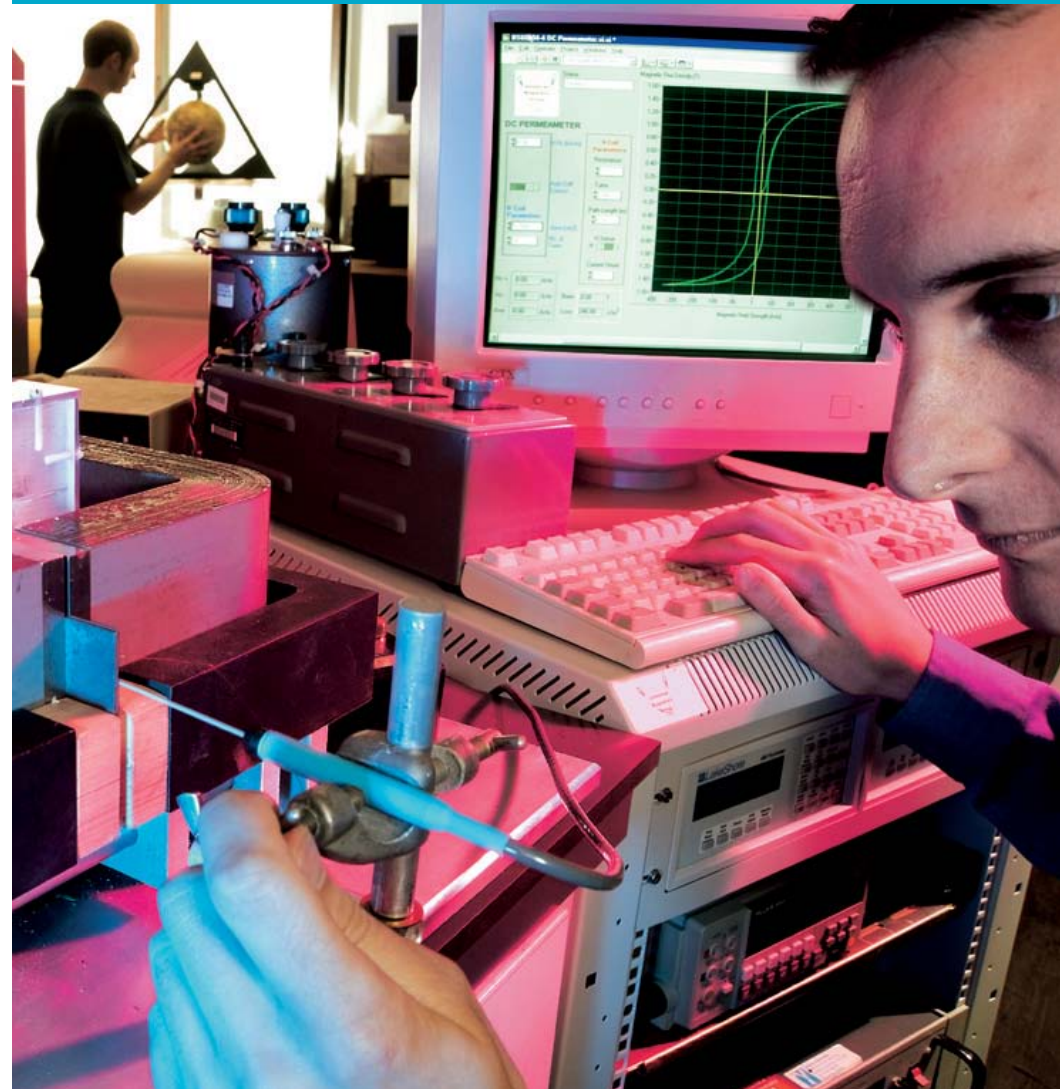
e-Business ranges from using email for daily communications to full-blown on-line trading via an interactive website and fully integrated ICT systems. We provide a range of support designed to help you grasp the essentials and gain that advantage, through innovative uses of ICT.

Our ICT support programmes are delivered by experienced impartial professionals and designed for businesses of all sizes and all levels of knowledge and experience.

## EH CASE STUDY

'Looking back, had we not acted on the ICT advice of the Welsh Assembly Government's consultant, we would now be in serious trouble with our customers. We now have that base for the future and as far as ICT is concerned, we can grow as big as we want.'

Roger Leaver, Excelsior Homecare Ltd  
Tredegar, Gwent



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## ELIGIBILITY CRITERIA

The advice we offer is available to businesses in Wales and individuals with ideas they want to develop.

Eligibility criteria will apply to the financial assistance we provide and will vary depending on the support needed.

For further information contact us on **0845 010 3300** or visit us at [www.wales.gov.uk/innovation](http://www.wales.gov.uk/innovation) And we can arrange for one of our team to come and talk to you.

To keep up to date with innovation in wales sign up to receive our monthly innovation e-newsletter.

Just send us an email at [innovation@wales.gsi.gov.uk](mailto:innovation@wales.gsi.gov.uk)

