

Innovative thinking builds a prosperous future

Innovation breeds success and Manchester: Knowledge Capital is there to help the city region develop its place in the global economy.

Greater Manchester is a place where invention, creativity and entrepreneurship have always been instrumental to its growth. In the 21st century, Manchester is recognised as a breeding ground for new ideas and new methods in business, and this is helping to accelerate economic growth across the North West.

Manchester: Knowledge Capital (M:KC) is a strategic partnership working to develop Manchester's position as an international hub of knowledge and innovation. The partnership includes Greater Manchester's universities, leading businesses, local authorities, the strategic health authority, Northwest Development Agency and other public agencies. All are key players in driving innovation and economic transformation across the city.

To create an environment where businesses can succeed and individuals can realise their full potential, M:KC partners are working together to:

- Boost economic productivity
- Increase knowledge-based employment
- Attract local and global talent
- Strengthen the research capacity
- Facilitate entrepreneurial activity
- Improve digital connectivity
- Create a culture of innovation

M:KC is helping to create an environment that encourages innovation; a place where people, ideas, businesses and opportunities converge in new and successful ways. This 'culture of innovation' will act as

an enabler for the city region and help to deliver on the economic growth that is vital to the ambitions of the people and businesses of Manchester.

Innovation and business

Innovation is the key to future success, for Manchester but also for individual businesses. It is through innovation that businesses thrive, outwit the competition and ensure a profitable future.

M:KC believes companies can embrace innovation by reviewing a few simple practices and considering how they could apply to their business:

- Encourage staff to put forward ideas for new products, processes or services to improve the business.
- Seek external advice to look for collaboration that could open up new market opportunities
- Ask staff to think about ways in which the business could be improved.
- Consider plans for product or service improvement.
- Identify who is responsible for researching the latest technology or market developments.

Supporting Innovation

M:KC showcases Manchester's top innovation stories on the M:KC website and in the M:KC newsletter. Ideas can be submitted by email at info@manchesterknowledge.com

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