

A SCIENCE PARK WITHOUT WALLS

**A COMMUNITY WHERE CONNECTING IS ACTUAL
AND VIRTUAL, CREATIVITY IS LOCAL AND GLOBAL
AND INNOVATION GENERATES CHANGE**



**BIRMINGHAM
SCIENCE PARK
ASTON**




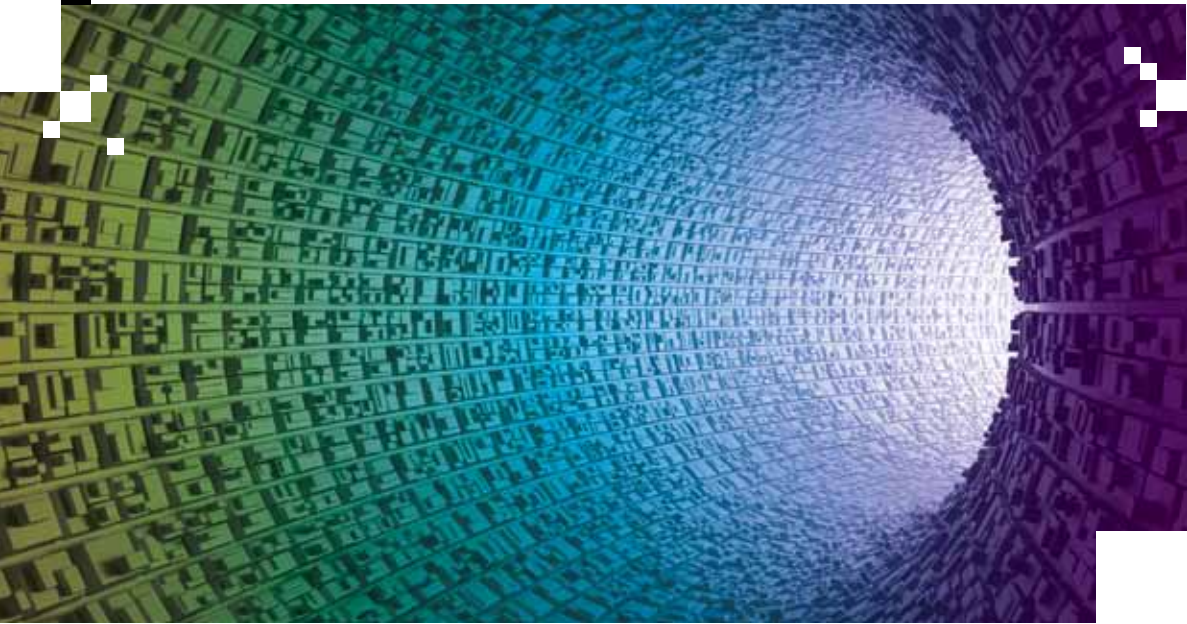
BIRMINGHAM SCIENCE PARK ASTON

Birmingham's heritage is founded on industrial innovation and manufacture; a cluster that has been a power house for the UK economy since the Industrial Revolution. However, in today's knowledge-based society, economic success is increasingly derived from knowledge, skills and innovative potential. This has created a need within the region to diversify its economy and facilitate new sources of competitive advantage.

Birmingham Science Park Aston, owned by Birmingham City Council, is working through both public and private sector regional, national and international partnerships to reinforce the city's Intellectual Capital and promote the new economies. The Birmingham Science Park Aston vision for 2020 is directed at ensuring Birmingham becomes one of the international 'New Century Cities'.



 **THE BIRMINGHAM SCIENCE PARK ASTON VISION FOR 2020 IS DIRECTED AT ENSURING BIRMINGHAM BECOMES ONE OF THE INTERNATIONAL 'NEW CENTURY CITIES'**



THE VIRTUAL ECONOMY

Traditional communities are defined by the physical place they inhabit and a sense of belonging is created through shared values and understanding.

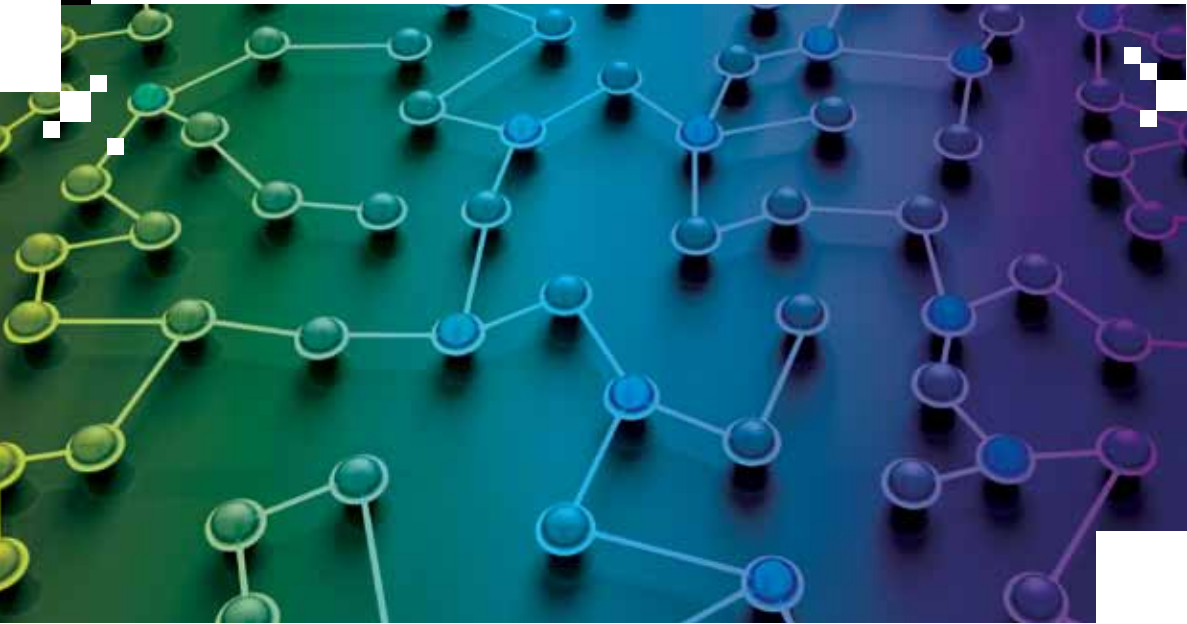
In a truly digital economy, geographies become irrelevant; virtual communities, whilst still based around groupings of individuals or business partners, are established in a perceived sense of 'place' where physical presence is not a cohesive influence.

The Birmingham Science Park Aston of 2020 will generate interfaces between the physical and virtual communities. It will be a digital portal and, in the same way as shipping ports promote international trade and commerce, so Birmingham Science Park Aston will be a 21st Century port, a science park without walls, promoting international trade in the knowledge economies.

The virtual networks driven by IT collaboration, coupled with workspace designed to meet the needs of the digital natives, will readily attract creative minds to the city as it delivers a complete innovation ecology.



IN A TRULY DIGITAL ECONOMY, GEOGRAPHIES BECOME IRRELEVANT



E-NABLED INNOVATION THROUGH GLOBAL CONNECTIVITY

Birmingham Science Park Aston's digital port sets it apart from other science parks. Digital connectivity links it with international centres of creativity; an innovative approach to drive diverse and creative knowledge-based enterprise to deliver regional regeneration.

Birmingham Science Park Aston is looking to work in partnership with public and private sector organisations to create a new type of science park, a lead player in a global network of centres of innovation; a network of 'digital ports' promoting globalisation of enterprise through a virtual innovation forum. The Park brings together an international

community of innovators, entrepreneurs and funders; linking geographic communities through social network-based virtual communities to aggregate competencies, securing critical mass to provide local and regional depth to Birmingham's Intellectual Capital.

If you want to learn more about our plans, or would like to partner with us please contact:

Dr David J Hardman MBE,
Managing Director,
Birmingham Science Park Aston

T: 0121 250 3520
E: davidh@bsp-a.com



 **THE PARK BRINGS TOGETHER AN INTERNATIONAL COMMUNITY OF INNOVATORS, ENTREPRENEURS AND FUNDERS**

Birmingham Science Park
Aston
Faraday Wharf
Holt Street
Birmingham
B7 4BB
United Kingdom

T +44 (0)121 260 6000

E info@bsp-a.com



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SCIENCE PARK
ASTON

www.bsp-a.com