



## PRESS RELEASE

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### ACCESSING INNOVATION SYMPOSIUM

Over 100 delegates will be converging on Westlakes Science Park next Friday, 7<sup>th</sup> September 2001, to participate in the first Accessing Innovation Symposium to be held on the Park.

The aim of the symposium is to promote innovation in Cumbria through raising awareness of:

- how to create an innovative culture;
- how to introduced new processes, methods and technologies;
- how to focus your ideas and turn them into business opportunities;
- how to access support mechanisms for innovation.

A broad range of speakers from private industry, government agencies and business support schemes will provide an insight into accessing innovation, highlight existing support mechanisms and provide case studies of innovation in action.

To support an innovative culture the symposium will witness the launch of two new schemes:

- The first - TAP (Technology Access Portal) is a technology transfer brokering service designed to assist Cumbrian SMEs by helping to provide a solution to technological or training needs problems.
- The second – The Westlakes Business Innovation Awards scheme is a competition aimed at supporting innovative business ideas and is worth £25,000 to the winner.

Both schemes are designed to assist SMEs in developing and ultimately delivering new business ideas.

For more information about the Symposium or the scheme please contact Cath Giel, details above.

...ENDS...

**NOTE FOR THE EDITOR**

I attach a copy of the programme for your information along with details on the 2 schemes.