

**To: The Lambert Review of Business – University Collaboration**

This note provides initial reactions from Invest·UK to the Lambert Review of Business – University Collaboration. Invest·UK would be very happy to provide further details and/or meet Review staff.

2. Invest·UK (INUK) is the Government organisation responsible for promoting the whole of the UK as a location for foreign direct investment. Invest·UK's mission is to attract, retain and add value to UK inward investment. It does this by communicating the benefits of the UK as the first choice of investment in Europe to potential foreign direct investors and their influencers world-wide, identifying and approaching potential investors, and assisting them with all aspects of locating and expanding in the UK. It provides a single point of entry in the UK for advice and assistance, as well as a free consultancy service.

2. Invest·UK's preoccupations with Business – University Collaboration thereby focuses on:

(a) ensuring that Invest·UK overseas staff have knowledge of what is on offer in the way of UK university research when talking to potential inward investors or business partners. They may need very specific details – eg to supply to a potential investor in a specific bioscience area. What university can offer a specific form of research collaboration; or what region offers good university collaboration in a specific sector?

(b) knowing about spin off developments, and which overseas companies universities have close relationships with, in order to build on their contacts. Moreover university alumni lists can be used to target prospective investors.

(c) regions (Regional Development Agencies and Devolved Administrations) having a detailed knowledge of.

(i) what university research collaboration is available or potentially available in their areas.

(ii) what skills are available from universities for application to an inward investor's project, or for recruitment from universities?

(iii) inward investors' skill requirements that may be supplied by universities.

(d) a degree of knowledge of university staff visits to relevant overseas markets, in case we can co-operate with these on contacts with overseas companies (who may be potential investor in the UK).

3. 3(a) requires, ideally, comprehensive mapping of the university 'offer' – presumably on a website. But this is optimistic. A 'network of networks' is more realistic – perhaps based on Invest·UK's research and development website. Annex A gives more detail. We would welcome consideration by the Review on how the UK can more systematically and effectively make known to potential clients/partners its

university science and technology week.

4. Regardless as to whether ‘mapping’ is achieved at a national level, the regions need a good knowledge on what universities are doing in their areas, if they are to optimally deploy Invest-UK or their own resources in securing investment. At present regional expertise is highly variable and the need for it being addressed in different ways (including consultancy study, networking and secondment of university personnel). The Review may wish to look at this area, and identify good practice.

5. On 3 (b) (ii) and 3 (b) (iii) the message from established inward investors in the UK is that that students are not being channelled into the right disciplines, especially engineering, where inward investors identify a particular shortfall. At the higher PHD level, the UK is well regarded.

6. On 3 (c), the best bets are for UK diplomatic missions overseas or Regional Development Agencies/Devolved Administrations to tell us of relevant planned university visits overseas. The message to universities is that they will wish to let HMG diplomatic missions know of visits to help maximise their impact.

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