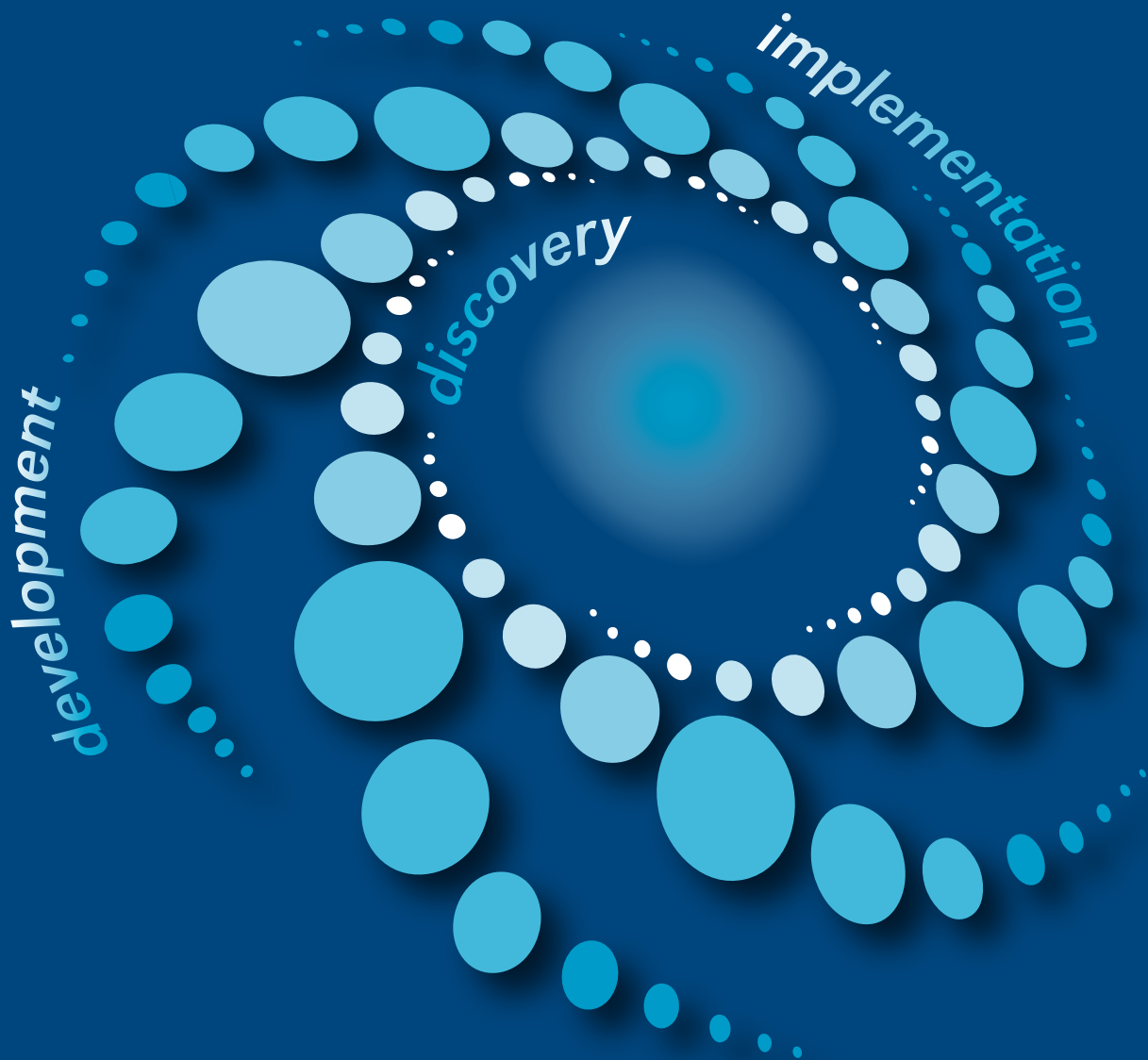


The University of Auckland

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# Innovative Manufacturing and Materials Programme

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THE UNIVERSITY OF  
**AUCKLAND**  
Te Whare Wānanga o Tāmaki Makaurau  
NEW ZEALAND

**ENGINEERING**

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# Maximise your capabilities with ours

No one needs to be told that today's manufacturing environment is challenging. Competition is global and constantly changing. New Zealand firms are additionally limited by their smaller scale and long distances to market.

Nonetheless, there are New Zealand firms that are excelling in this environment, and there are more that have the potential to do so ... if they work with partners, such as the University of Auckland, that can enhance their strengths and help reach their potential.

We offer teams of expert researchers in science, technology, engineering, and management. These are world-class specialists who can work with you on your problems. Few organisations can match our range of expertise.

Our specialists and cross-disciplinary teams can add value in a number of ways, ranging across:

- Innovation in new materials
- New product development
- Renewal of manufacturing systems
- Enhancement of supply-chain processes
- Business growth strategies
- Redesign of work systems

To help you reach your goals, we invite you to engage with the Innovation in Manufacturing and Materials (IMM) Programme.

# Systems thinking

The IMM Programme at the University of Auckland can help manufacturers achieve their goals. We bring together researchers from across the University into a single programme addressing three intertwined strands.



## Technology development

How do you deal with the technical aspects of manufacturing?

How do you initiate and manage new product development?

Are you up-to-date with manufacturing technologies?

Are you on the ball with prototyping, new materials and materials processes?

**We have the right expertise and experience. We can help develop the best technologies.**

## Innovation implementation

Are you truly entrepreneurial? Can you move out of your comfort zone?

Have you identified the right targets?

Are you in control of key factors such as logistics, the supply chain, and workforce management?

Can you manage the business of the future?

**We can help you enhance your organisational capabilities.**

## Idea generation and discovery

Where do good ideas come from?

What looks like promising technology?

Where are there significant market opportunities?

**We can help you generate breakthrough ideas.**

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*In New Zealand, opportunities can be cultivated for businesses in high-value, niche-based manufacturing. This requires both individual creativity and organisational agility.*

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# Our expertise

We work together across a range of disciplines to help you achieve your goals.



We are able to accommodate your specific requirements and scope your problems. We are flexible, and will jointly construct a brief and a programme of work. Below are some of the elements we bring to our partnership that contribute to innovation, and build long-term success.

## Discovery

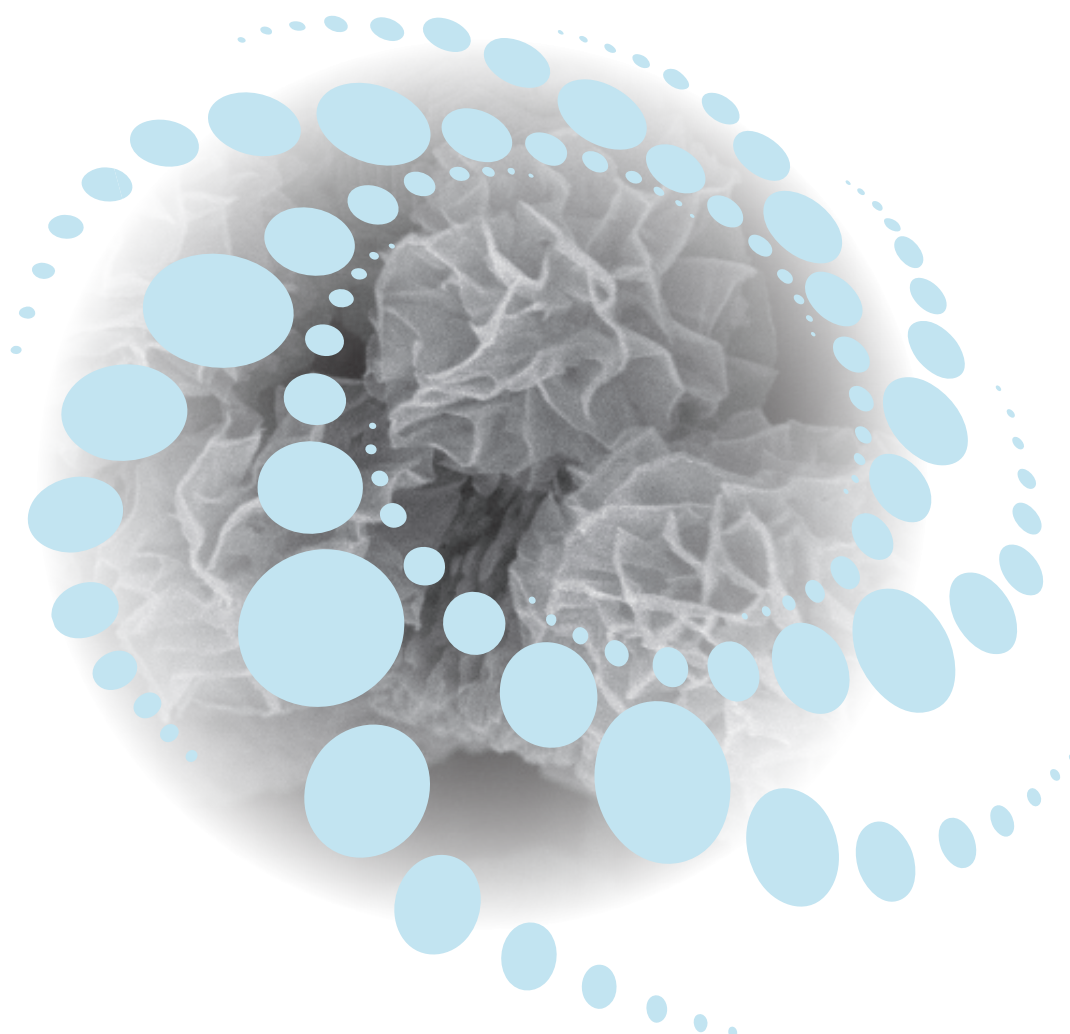
- Innovative materials
- New products from research
- Creative concepts
- Laboratory-based problem-solving
- Ideas generation
- Systems thinking
- Innovation road-mapping
- Sustainable concepts
- New market opportunities

## Development

- Prototyping and testing
- Product and industry platform identification
- Smart, future-focused manufacturing
- Sustainable manufacturing practices
- Manufacturing processes and system developments
- Resilient organisations
- Entrepreneurial behaviour
- Knowledge management and knowledge sharing

## Implementation

- Enhanced management skills
- Enriched leadership capabilities
- Resilient supply chains
- Internationalised operations strategies
- Digital enterprise
- Complex decision-making
- Workforce strategies and employee well-being
- International growth and competitiveness



# How will we work with you?

Think of us as your extended workbench: our capability increases yours.



The Innovative Manufacturing and Materials Programme at the University of Auckland is:

## Cooperative

We care about your business, and work with you to improve your competitiveness.

## Accessible

It is easy to work with us and our research will benefit you and your organisation.

## Connected

With our globally-connected staff, we can help you access international markets and expertise.

## Flexible

Whether it's a single contract or an on-going relationship, for consulting, contract research, or testing, we are flexible enough to accommodate your specific needs.

R&D with us is about developing a long-term capability. Engagement with us is tailored to what you need, from test-tube to marketplace, to benefit New Zealand manufacturers.



**ENGINEERING**

## Contact

Email: [IMMProgramme@auckland.ac.nz](mailto:IMMProgramme@auckland.ac.nz)

Phone: +64 9 373 7599 extn 88222

Web: [www.immprogramme.auckland.ac.nz](http://www.immprogramme.auckland.ac.nz)

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