

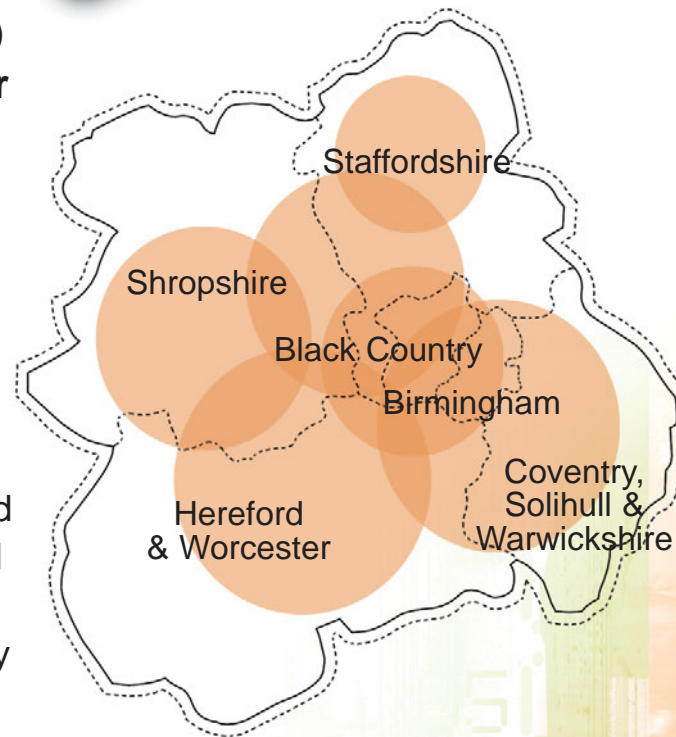


wmita[®]

West Midlands IT Association

The West Midlands IT Association (WMita) has been established as the private sector organisation responsible for the development of a credible and thriving IT industry within the West Midlands.

The primary focus of the organisation is to encourage the growth of small and medium sized businesses (SME's) through the provision of training, the delivery of business networking opportunities and by promoting the credentials and image of the industry in general. It is an elite band of some of the finest IT specialists in the region. Member companies work together across a variety of product and service sectors, providing a high quality and sustainable service and value for money solutions.



The ICT Cluster

Membership of ICT Companies

WMita is composed of six sub-regional branches – one from each area of the West Midlands.

Each consists of member companies from all areas of the IT industry, from web design to robotics and artificial intelligence.

Membership is open to anyone involved in the delivery of IT products and services.

Special Interest Groups

WMita are developing a range of Special Interest Groups (SIGs) that will be instrumental in the development of niche and specialist IT-related products, services and capabilities in the West Midlands.

What does WMITA Offer?

Business Opportunities

The principal role of WMita is to create tangible business opportunities for members, by promoting the collective strengths of the West Midlands IT industry and providing a benchmark of quality for customers.

Training

Training courses and seminars are designed to educate and raise awareness, enabling WMita members to remain at the forefront of today's technology and helping to ensure a thriving IT industry for future members.

Wmita Quality Mark

A hallmark of quality, designed to assure customers and potential customers that they are dealing with a credible supplier.

Attaining approved status enables members to stand out from the competition.



What does WMita offer?

Marketing

Members will benefit from the use of the WMita brand and corporate marketing, as well as the promotion of individual businesses on the web site, ongoing PR activities, exhibitions and conferences.

Networking

Local and regional networking events provide WMita members with the opportunity to interact with other member organisations and potential customers, creating opportunities to share knowledge and generate new business.

Opportunities to collaborate

Through the networking opportunities, members will be able to build relationships, expand product and service portfolios and bid for larger tenders.

Market research and intelligence

As part of commissioned research and surveys, members stay ahead of the game by becoming aware of future market trends and customer requirements.

Partners

Building strong partnerships with local public and private sector organisations is key to providing an

integrated service to potential customers. WMita continue to be involved with several initiatives in the West Midlands area which provide access to additional funding and training opportunities.

Membership

As a member company within the West Midlands IT Association, you will join an elite band of some of the finest IT specialists in the region.

Once on board as a member, the benefits are only limited by your desire to succeed, your imagination and creativity and your wish to help keep the group at the forefront of ICT technology.

As a member of WMita, you will be entitled to join the branch of your choice:-

- Black Country
- Birmingham
- Coventry, Solihull and Warwickshire
- Herefordshire and Worcestershire
- Shropshire
- Staffordshire

This will entitle your business to vote at branch meetings and at an EGM or AGM of WMita.

Across the West Midlands

As a WMita member, you will be entitled to participate in any events being organised by other branches at any time, allowing you to network and join in anything that will provide a benefit for your business!



WMita has been established with the financial support of Advantage West Midlands.



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