

# **New funding boosts expansion and job create at Novocomms**

An antenna design firm is promising to create 100 new jobs in Birmingham over the next 18 months following a funding round.

Edgbaston-based Novocomms, which specialises in designing and manufacturing antennas for various markets, has moved to new offices and is planning to hire engineers and salespeople. Thirty of the new posts are expected to be filled by the autumn.

Founded by University of Birmingham alumnus Sampson Hu, Novocomms holds more than 100 global patent applications and its technology is used in a wide range of wireless devices including laptops, tablets and smartwatches.

As part of its growth strategy, the business is focusing on three technologies in the field of wireless communication – customised antenna systems for consumer and commercial electronics, advanced wave tech for infrastructure products and antenna for mobile satellite terminals.

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To support its growth plans it has taken larger space in its current location, 146 Hagley Road in Edgbaston, and has secured £3.5 million in capital from an unnamed fund in the

US, with further funding in the late stages of negotiation.

Mr Hu said: “Our commitment to innovation and economic development is positioning Novocomms as a driving force for positive change in the West Midlands, attracting both local and international attention.

“As we continue to expand and develop our cutting-edge antenna technologies, the potential for further growth and investment in the West Midlands is undeniable.”

Chairman Colin Tucker added: “Our recent funding round and the upcoming expansion of our team will not only create new job opportunities but also contribute to the overall growth of the West Midlands economy.

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“We are proud to be part of the region’s innovative ecosystem

and look forward to further establishing Novocomms as a leader in wireless communication technology.”

Birmingham City Council leader Coun Ian Ward said: “Novocomms’ ongoing growth is a direct product of Birmingham’s unique tech ecosystem.

“The business is a shining example of how our city’s tech firms are working hand in hand with our world-class universities to fast-track the commercialisation of emerging technologies.

“Birmingham’s deep pool of tech talent also makes it the ideal location for Novocomms to grow their footprint in the global telecoms market.”

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