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## “From research to business through international partnerships creation”

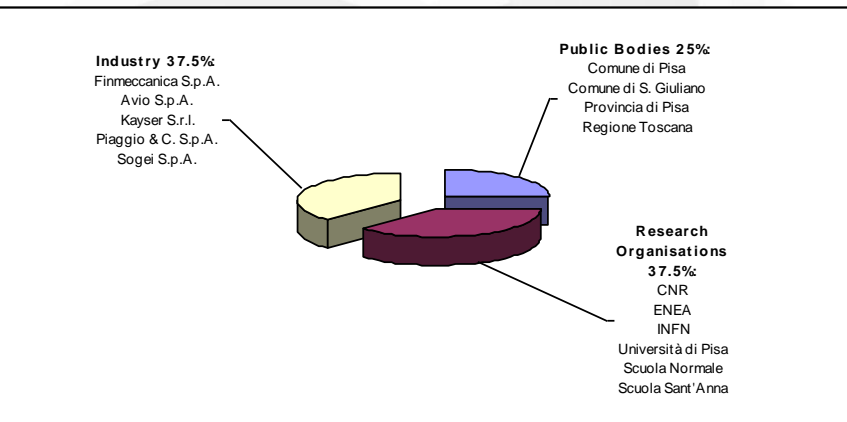
**Cinzia Giachetti: Director**

- Evolving RTD projects and Technology Transfer Division
- Marketing
- Human Resources and Organisation


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## Shareholders



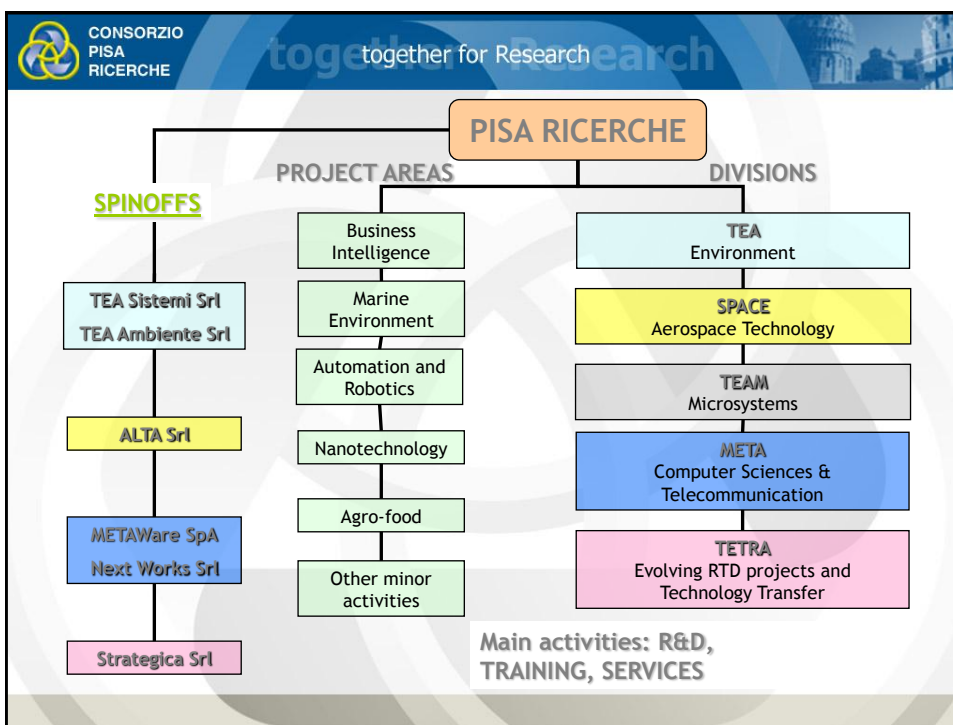
Shareholder Category	Percentage	Shareholders
Industry	37.5%	Finmeccanica S.p.A. Avio S.p.A. Kayser S.r.l. Piaggio & C. S.p.A. Sogei S.p.A.
Public Bodies	25%	Comune di Pisa Comune di S. Giuliano Provincia di Pisa Regione Toscana
Research Organisations	37.5%	CNR ENEA INFN Università di Pisa Scuola Normale Scuola Sant'Anna


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## History

- Born in march 1987 within a broad national initiative aimed to create a bridge between research institutions and industry to improve innovation and technology transfer
- Flexible no-profit organization
- Activity is carried out through R&D projects and Innovation and Technology Transfer initiatives funded by both private companies and public institutions, as well as participation in major national and international development programmes





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## Background

- More than 100 international projects, 150 national projects and 200 projects directly funded by national and international companies
- Member of the most important EU international networks for partnership creation
- 7 spin-off companies created after 2000
- Revenue: from 4,5 millions euro (12 employees and 50 temporary contracts) up to 9 millions euro (25 employees and 180 temporary contracts)
- Very qualified platform for training young graduates from University of Pisa and other research institutions
  - 1000 young graduates trained and qualified for high level profiles
  - Skills acquired: Knowledge on the most relevant advanced R&D and technological areas, project management and innovative services provision



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## The Enterprise Europe Network: the most important EU network for partnership creation

- Started in January 2008 and activated in the framework of the CIP (Competitiveness and Innovation Programme) of the EU.
- Is an integration of the Innovation Relay Centre, Euro Info Centre and other regional Networks in order to unify resources and expertise as well as to qualify services for business and innovation particularly addressed to SMEs
- Some 500 organisations, including chambers of commerce, regional development agencies and university technology centres
- Approximately 4,000 experienced professionals
- Operations in almost 40 European countries (EU27, Turkey, Former Yugoslav, Republic of Macedonia, Norway, Iceland and other third countries: Armenia, Israel, Switzerland)
- Perform (per year) 50,000 technology audits; 1,000 technology profiles; 4,000 brokerage events and workshops



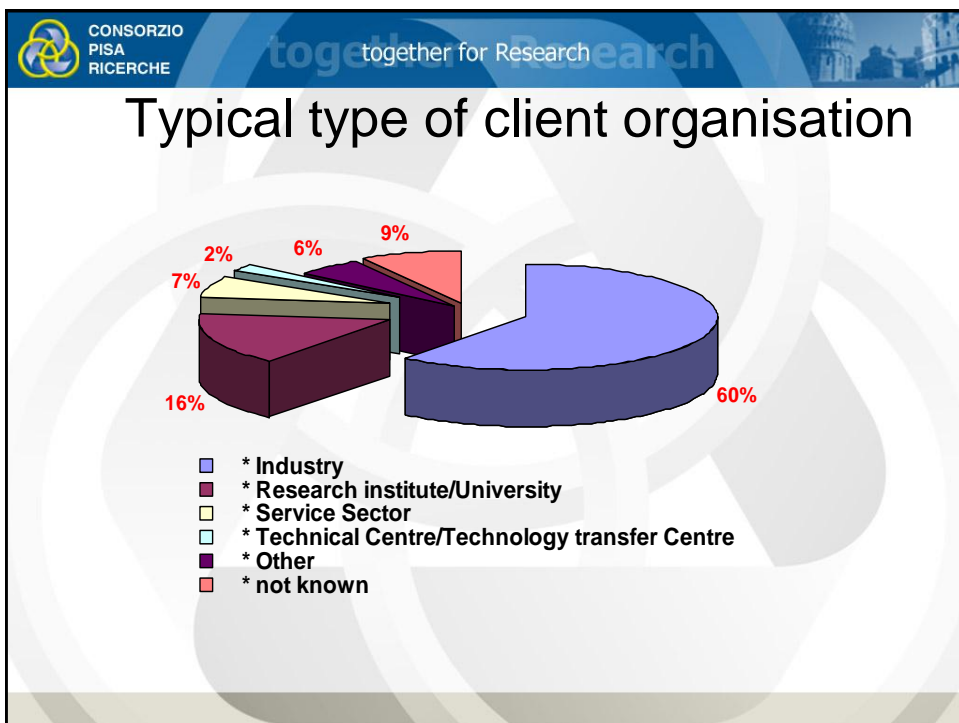
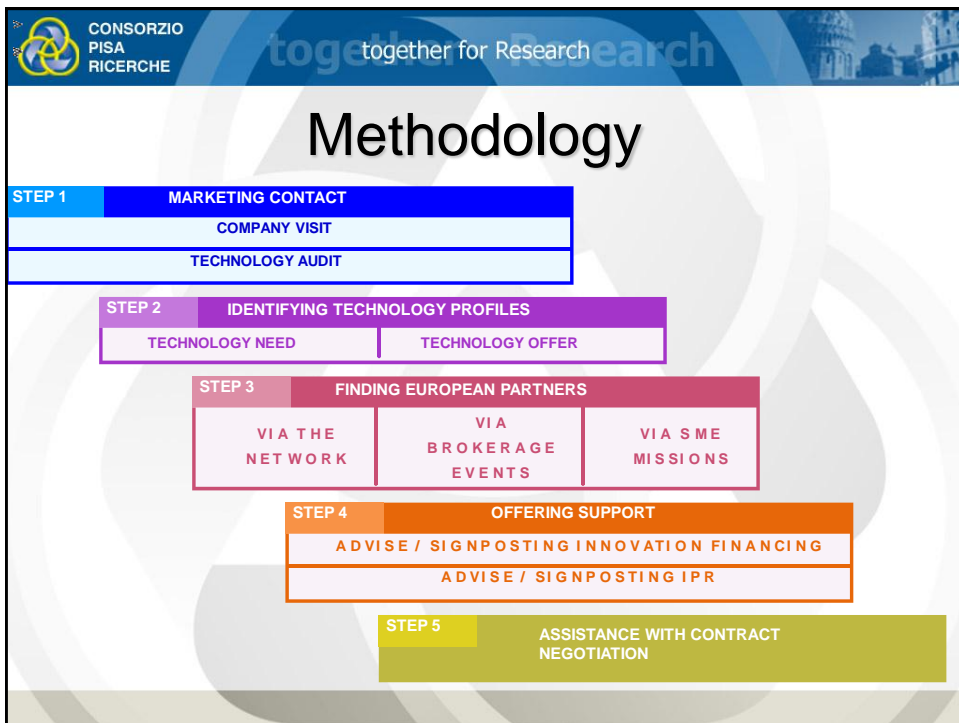
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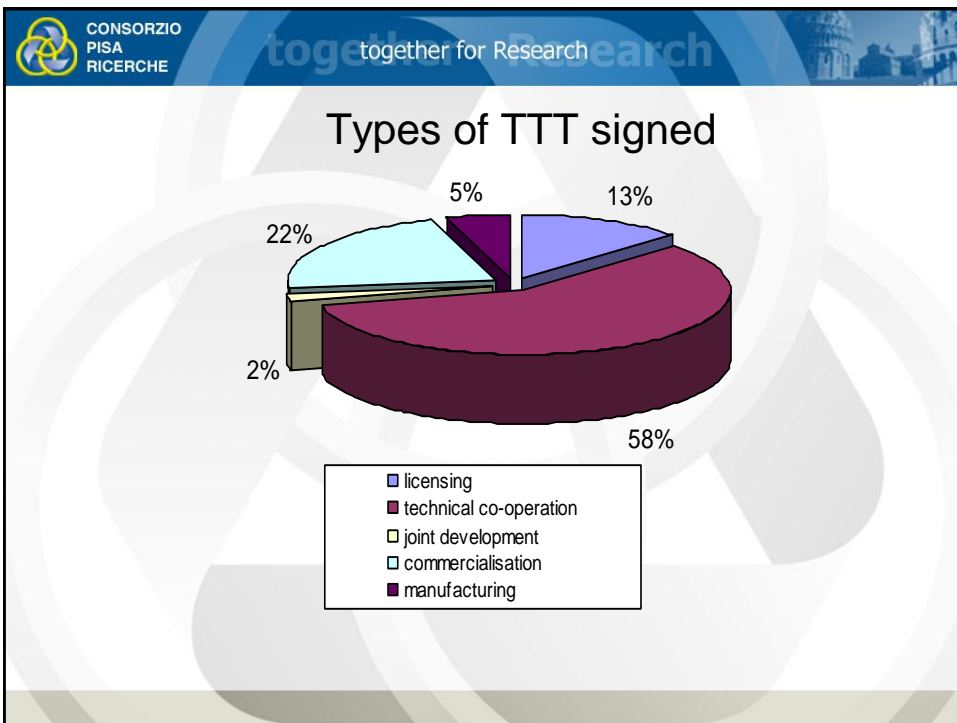
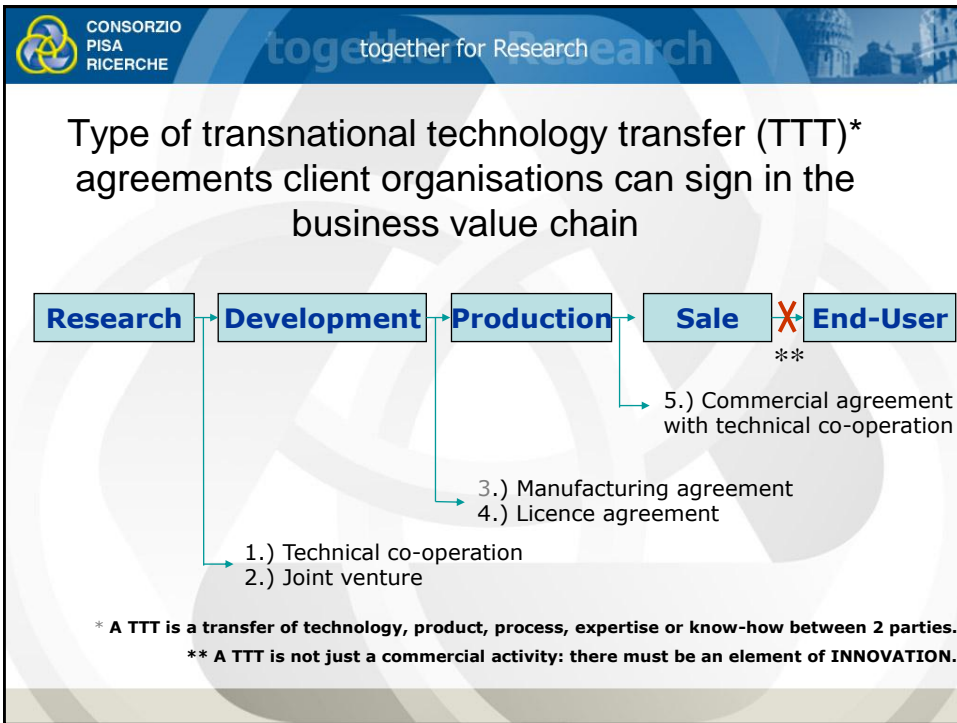
## Main services

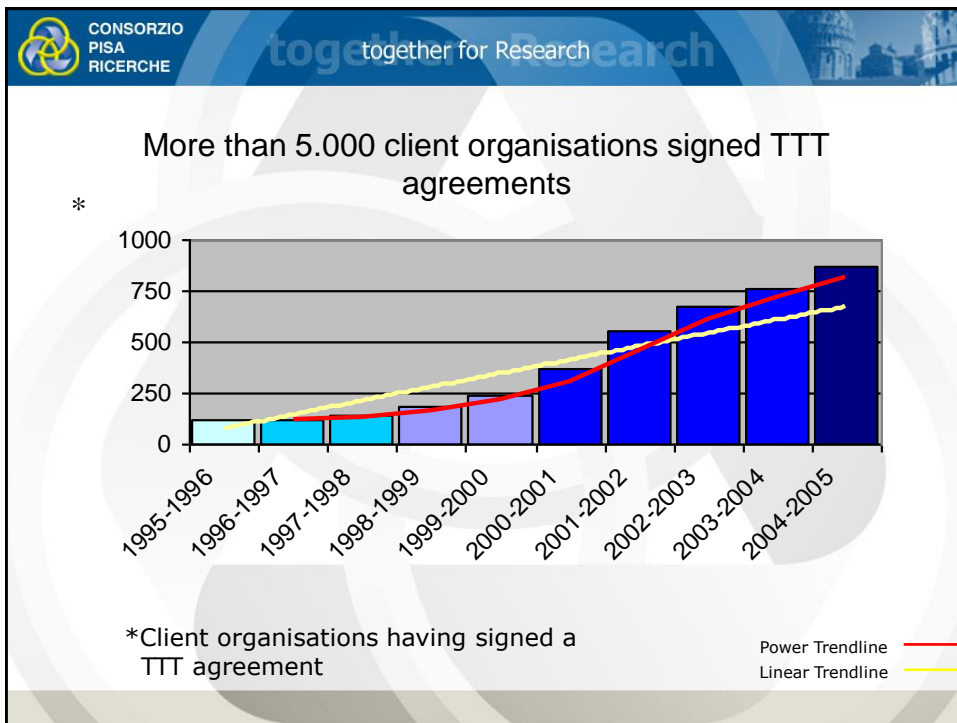
Broadest range of services to help, assist and advise SMEs but also research organisations

The network partner:

- Provide Information on, and help in accessing EU policies, programmes and funding opportunities
- Assist companies in identifying potential partners, especially in other countries
- Help SMEs to develop new products, to access new markets and to inform them about EU activities and opportunities
- Advise small businesses on technical issues such as intellectual property rights, standards and EU legislation
- Act as a two-way street between entrepreneurs and EU decision-makers, relaying views in both directions







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## Lesson Learnt (1)

- International partnership creation is crucial both for learning and transferring innovation
- To be included in international networks is fundamental for an intermediary organisation dedicated to transfer innovation and technology
- Selecting qualified portfolios of clients as well as addressing the right partnerships based on the real needs of your clients
- Verify “real commitment” of the parties to conclude a partnership agreement




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## Lesson Learnt (2)

- Partnerships private-private:
  - high-tech companies are the best clients
    - valuable products and quick reactions
    - real motivation in concluding business until the launch of products in the market
  - Companies in traditional sectors (with low level of innovation) often face bigger problems:
    - lack of innovation culture
    - language barriers can stop partnership agreements
    - no real motivation in following innovation process after conclusion of the partnership



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## Lesson Learnt (3)

- Partnerships public-private:
  - Public research bodies and local authorities
    - Need of full assistance in project proposal elaboration and multi-partner project management
    - Need intermediary organisations to stipulate partnerships to overcome bureaucracy as well as to manage contacts with private bodies
    - Lack of an adequate recognition of the collaboration with industry for the researcher's career
    - no real motivation in following innovation process after conclusion of the partnership




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## Lesson Learnt (4)

- Standard services to be provided for both private-private and public-private partnerships:
  - Detecting needs of innovation
  - Marketing and matching demand and offer of innovation
  - Managing contacts with partners
  - Assisting clients in negotiation and in conclusion of agreements
  - “grouping” companies to make a real “qualitative leap” in the innovation activity
  - Offering qualified services and verifying customers satisfaction
  - Self-evaluation of performances based on concrete indicators and results



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## Suggestions for national governments

- Adequate recognition of collaboration with industry for the researcher's career
- Stimulate patenting (that should count for university careers) through training initiatives, reducing costs and taxation
- Activate a national observatory to coordinate, monitor, link and support the regional development of the innovation process and initiatives
- Support certified and qualified organisations, already selected by the EU, dedicated to offer services for business and innovation at regional level
- Change the scheme of the national R&D programmes, where R&D activity could be selected on the basis of quality, results, exploitation and clear plans to reach the market
- .....



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# Thanks for your attention!

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