



International Workshop

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Opportunities and Threats of
International Cooperation of
Technology Platforms

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Opportunities and Threats of International cooperation of TPs

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BILAT RUS

- FP 7 Project to support the cooperation between Russian and European researchers
- Building up a dialogue between R&D stakeholders in Russia and the EU
- 2009 – 2011 (now extension phase until Sept. 2012)
- Since 2010 focus on **Technology Platforms**
- A second BILAT RUS project to start in Nov. 2012

2. Why international cooperation of TPs?

Technology Platforms and International Cooperation

Opportunities for the members, particularly for businesses and for small businesses

- Access to international markets (for the members, particularly for businesses and for small businesses)
- Access to the best know how and excellent research
- Access to international research funding (e.g. European Framework Programme for R&D)
- Correlation between internationalisation and innovation of SMEs!

2. Why international cooperation of TPs?

Technology Platforms and International Cooperation

Opportunities for the TP organisation

- Exchange of experience with other TPs
- Learning from international practice
- Supporting internationalisation strategies of members

Technology Platforms and International Cooperation

Summary: Why internationalise?

- Mobilising money
- Supporting the innovation orientation of SMEs
- TPs are envisaging similar industrial and societal challenges -> joint answers
- Joint activities (conferences, joint internet presence)
- More political influence (joining forces = higher visibility)

Technology Platforms and International Cooperation

... but there are risks, too

- Industrial confidentiality and IPR issues
- Different countries/platforms/stakeholders are competitors
- “Window dressing” rather than real exchange of experience
- Tourism rather than cooperation

Technology Platforms and International Cooperation

How to exploit opportunities without falling into the risk trap

- TPs should formulate their own internationalisation strategy (what do we want to achieve? What can our TP bring into a cooperation? What do we expect from our partner)
- Identify the right partner
- Formulate common and measurable objectives (e.g. 1 joint conference per year, 2 participations in funding programmes)
- Allocate resources (personnel and money); without a certain commitment international cooperation will not work

3. Services of BILAT RUS

And what can BILAT RUS (Advanced) do for you?

- Strategy Formulation
- We help to find and address the right ETP or national mirror platform
- Together with the EEN we offer partner mediation for your members and we facilitate technology transfer agreements between technology owners and users
- BILAT RUS helps you to improve the management capacity of RTPs
 - ✓ Seminars on public private partnerships
 - ✓ Training: Management of TPs
 - ✓ Project generation seminars

Towards HORIZON 2020

4. Future aspects

- Public private Partnerships are being regarded as essential for the consolidation of ERA
 - Excellent Science, Industrial Leadership and Societal Challenges as main building blocks
 - Possible future topics may include ICT/Photonics, ICT/Robotics, sustainable process industries, bio-based industries and maritime border surveillance
 - International cooperation with 3rd countries remains an important topic. Reciprocity seems to become more important (opening of 3rd country programmes for EU researchers)
- => HORIZON 2020 with its envisaged 86.2 bn budget EUR needs to be exploited. RTPs in cooperation with ETPs may be important contributors**

Last Calls FP7

Current opportunities

- Last calls are coming with an amazing budget of almost 10 bn EUR (July 10, 2012??? Tomorrow)
- ICT, Medicine, Energy, Transport, Biotech and Environment represent important topics
- Check the calls and let me know where you see access points
- ZENIT can offer some partner mediation, both for RTPs and for members
- **Let us exploit the opportunity!**



Thank you very much

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