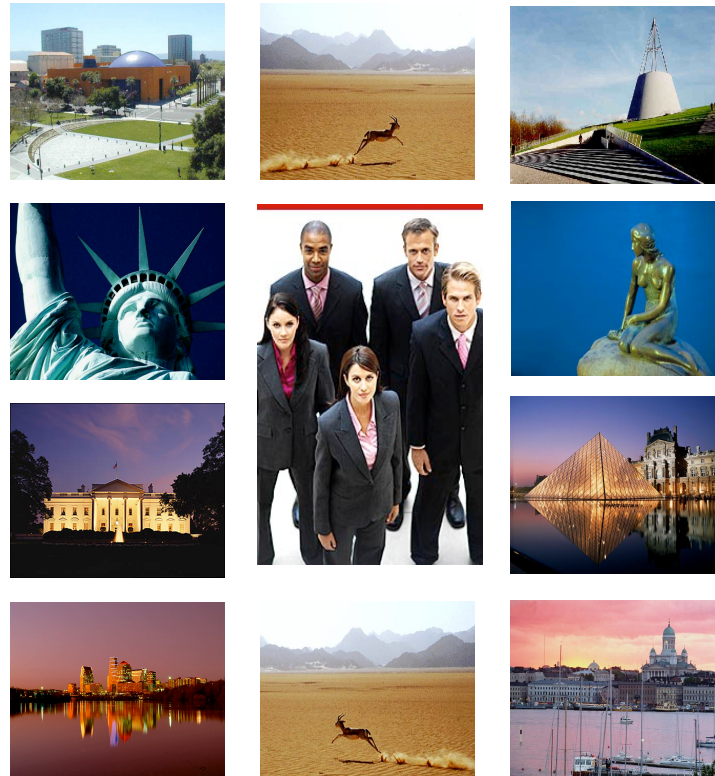


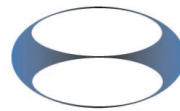
Global trends in (inter)national policy support for regional innovation



**Frank Zwetsloot, Director of
Science Alliance**

THE TECHNOLOGY NETWORK

Global Community for Regional Innovation Policy



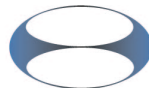
SCIENCE ALLIANCE

Connecting Science and Society

**RESEARCH
MONEY**

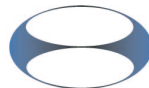
Contents

- Why internationalisation as a global trend?
- National and regional initiatives to support internationalisation
- New initiative: the Transatlantic Research & Business Accelerator



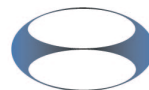
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Why internationalisation?

- International R&D is traditionally dominated by large multinational companies
- Internationalisation and overseas innovative business development is difficult to realise for innovative SME or knowledge institutes
- Fragmented national attitudes & instruments towards internationalisation & innovation
- Almost no global approach for innovation stimulation in SME, yet internationalisation creates gazelles



Why internationalisation?

- SME often cannot grow because of
 - small home market
 - lack of R&D capacities in own country
- Gazelles are fast growing SME and important for national growth
 - the 100 high-tech USA gazelles created 90,000 new jobs in 2006 (*Business 2.0*)
- Solution: internationalisation of SME creates gazelles

Why internationalisation?

Example 1: Gene Networks Int., fast grower, founded in 2001, HQ in Japan

- HQ & Business development in Tokyo
- R&D in Cambridge, Great Britain
- Intellectual property functions in the USA
- Clinical trial functions in China

A truly science-based micro-multinational

Why internationalisation?

Example 2: Advanced Lightweight Engineering, founded in 1996 in Delft (NL)

- Medium-sized company
- 2006: found important client in China
- Became gazelle
- Internationalisation created gazelle

Why internationalisation?

*Example 3: Centocor (pharmaceuticals),
founded in 1984 in Leiden (NL)*

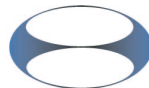
- US company internationalised to Leiden motivated by its excellent research and science park
- European market pull created 500 jobs in a few years
- Internationalisation sustained growth

Why internationalisation?

- Internationalisation helps (the creation of) gazelles
- Gazelles propel job and economic growth and boost science-based innovation
- Both growth and innovation are a national and regional priority
- Internationalisation is difficult, hence initiatives to support this

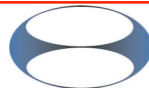
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Initiatives for support in NL

- One Ministry of Economic Affairs
- Internationalisation (through export, expansion, cooperation) is a national priority
- Plethora of initiatives to support internationalisation of SME



Initiatives for support in NL

- SenterNovem (international subsidies)
- TWAs (international science & technology contacts)
- EVD (export and establishment in foreign markets)
- NFIA (attracting foreign direct investments)
- Co-innovation (int. regional cooperation)
- Several sectoral initiatives to support science-based business development

Initiatives for support in NL

Example 1: 'Industrialised Countries' subsidy via SenterNovem

- Cooperation of Dutch SME with R&D in North-America, Singapore or Japan
- Leading to innovation in SME
- €1 million subsidy per project
- 45% of SME costs subsidised

Initiatives for support in NL

Example 2: 'Starting on Foreign Markets' subsidy via EVD

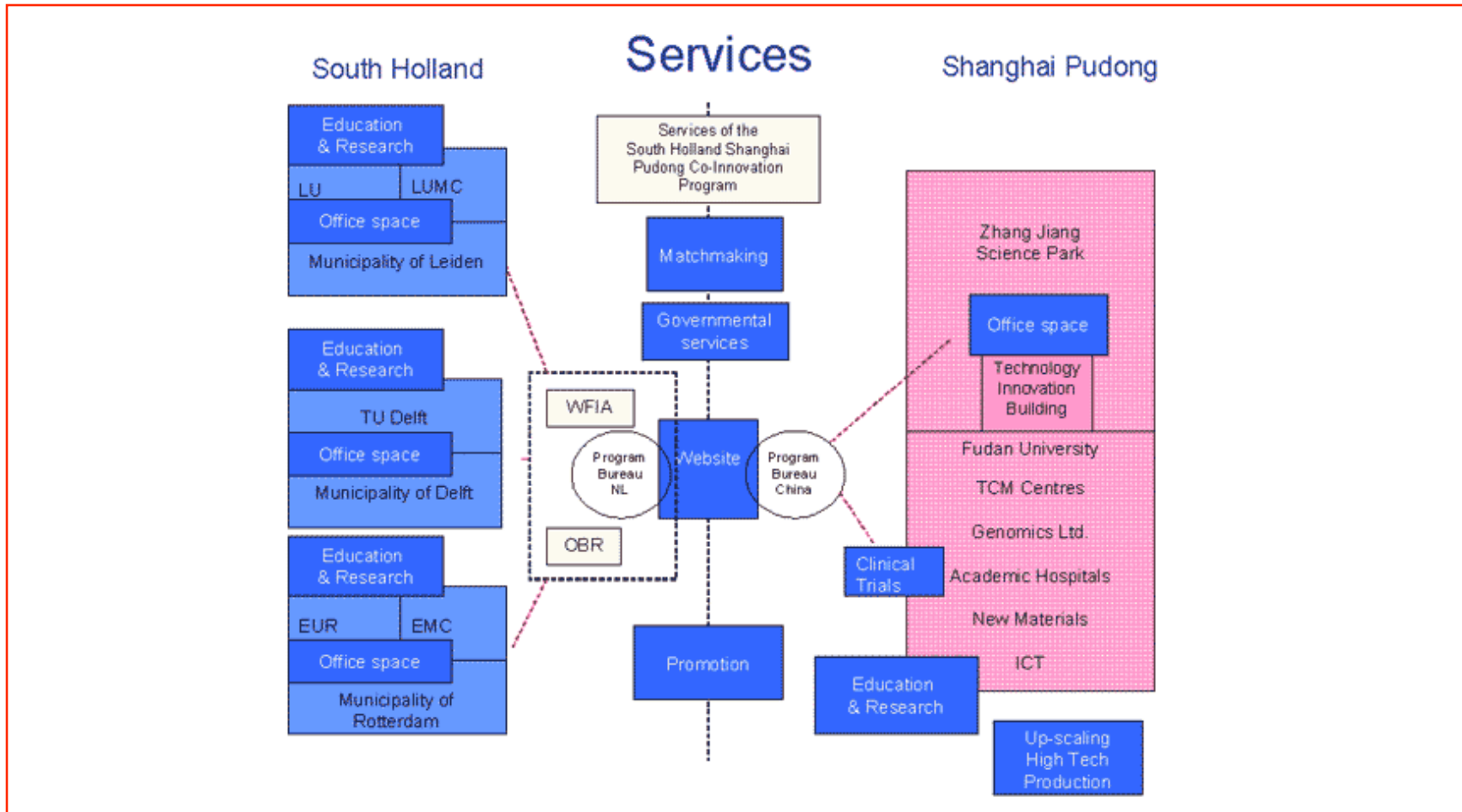
- Export or investment in foreign markets (e.g., North-America) by Dutch SME
- Leading to export plan and growth in SME
- €11,500 per project
- 50% of SME costs subsidised

Initiatives for support in NL

Example 3: South Holland-Shanghai/Pudong Co-innovation Program

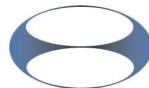
- Achieving more national growth by international cooperation that strengthens regional innovation through
 - Better qualified researchers
 - Research and production alliances
 - Supporting high-tech businesses

Initiatives for support in NL



Contents

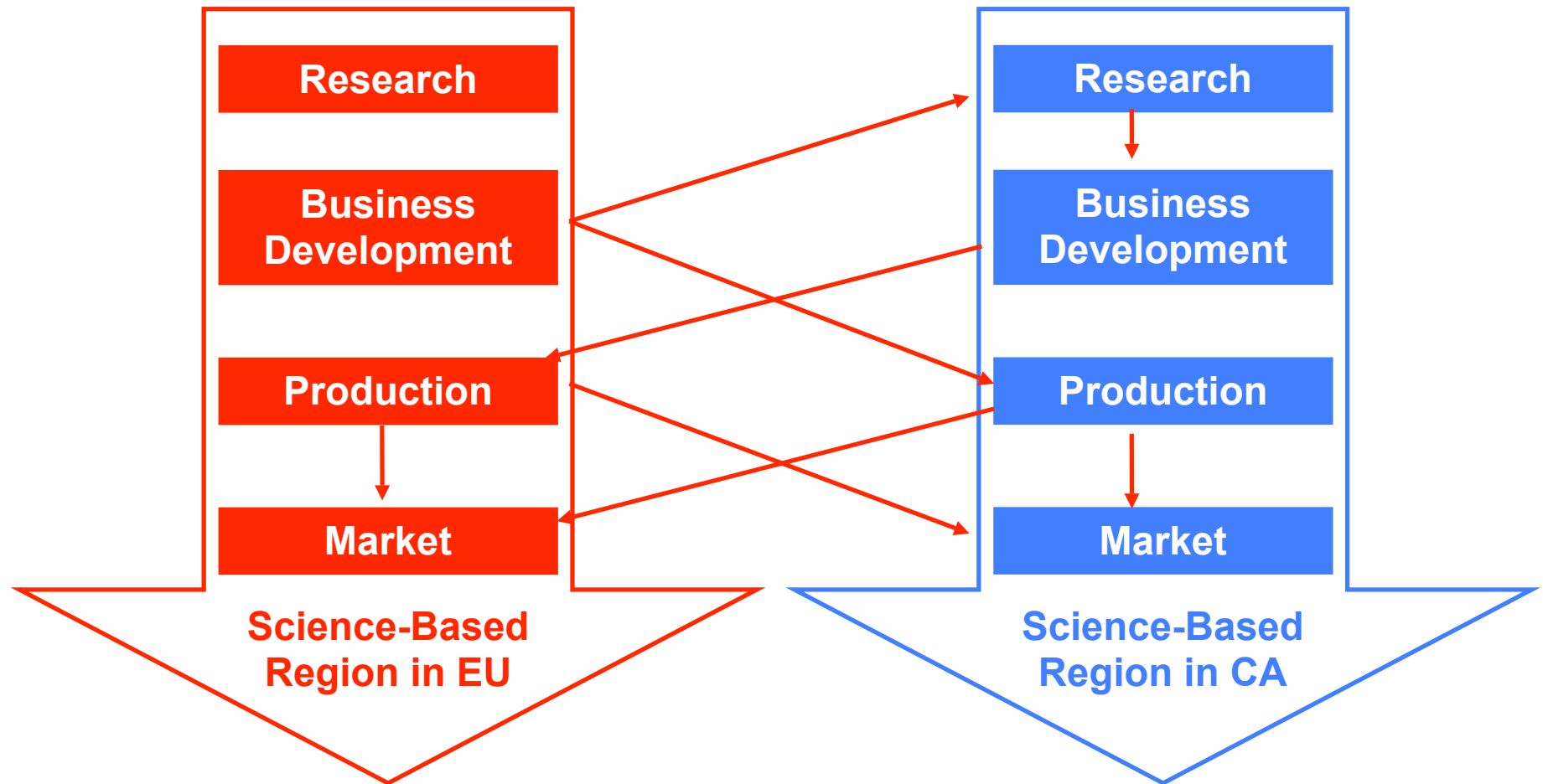
- Why internationalisation as a global trend?
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- **New initiative: the Transatlantic Research & Business Accelerator**



What is the Transatlantic Research

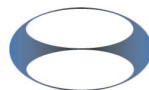
- An intermediary system, connecting research and business between European and American regions to stimulate the internationalisation of science-based business
- Regions are stakeholders, companies and research institutes are clients
- Stakeholders pay an annual fee

The process of science-based

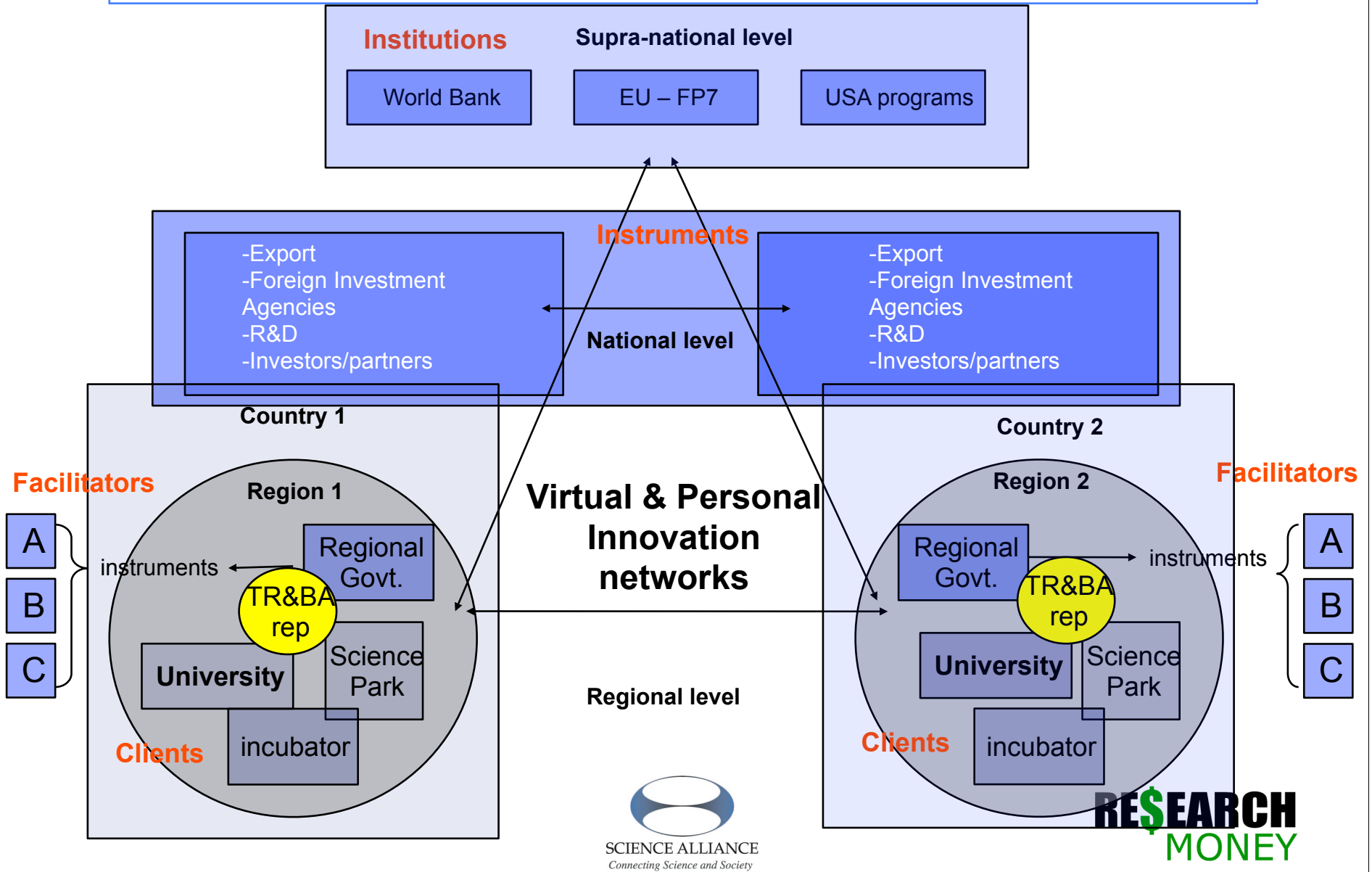


What will the TRBA do?

- Connecting science-based regions in North-America and Europe
- Matchmaking companies, research institutes and investors in these regions
- Disclosing information about the regional innovation systems and their facilities
- Providing an easy access point for SMEs



How does it work?



Connecting Local Innovators to International, National and Regional Facilitators

A: Supra-national level: Know the Institutions

International Research Cooperation Programs
International Technology Cooperation Programs
International Research Exchange Programs
International Development Aid Programs

B: National level: Know the national instruments

Export subsidies of high tech products, country 1
R&D cooperation subsidies, country 1
Scientific cooperation subsidies, country 1
Research exchange programmes, country 1
Foreign Affairs (if devp. Aid is applicable) country 1
National foreign investment agency, *country 2*

R&D cooperation subsidies, country 2
Scientific cooperation subsidies, country 2
Research exchange programmes, country 2
Science & Technology Counsellor, *country 1*

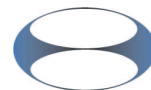
C: Regional level: Know the regional facilitators

Regional Chambers of Commerce, region 1
Regional export.innovation facilitators, region 1
Regional governments, region 1

Regional Development Agencies, region 2
Regional Foreign Investment Agencies, region 2

D: Local level: know the companies & scientists

Science Park, city 1
Advisors international business development, city 1
Insight in university contacts, city 1



SCIENCE ALLIANCE
Connecting Science and Society

Science Park, city 2
Overview of potential partners, city 2
Insight in university contacts, city 2
Local establishment facilities, city 2

RESEARCH
MONEY

What are the TRBA targets?

- €5 million deal flow (foreign direct investments, contracts, internationalisations)
- €500,000 subsidies for companies and research institutes
- 6 successful internationalisations per member

See you next year in Halifax!

Fifth Annual Conference of The TechnoPolicy Network

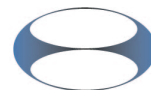
Expanding your Science- Based Region



Halifax – Canada
September 2008

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