

# InterRegional Innovation System - IRIS

3rd July 2009

## Structure of PBN



Pannon Business Network



27 industrial parks



6 clusters



Subsidiary of Hungarian Devel. Bank



Regional Integrated Vocational Center



Technical Science Association Regional Center



Hungarian Academy of Sciences

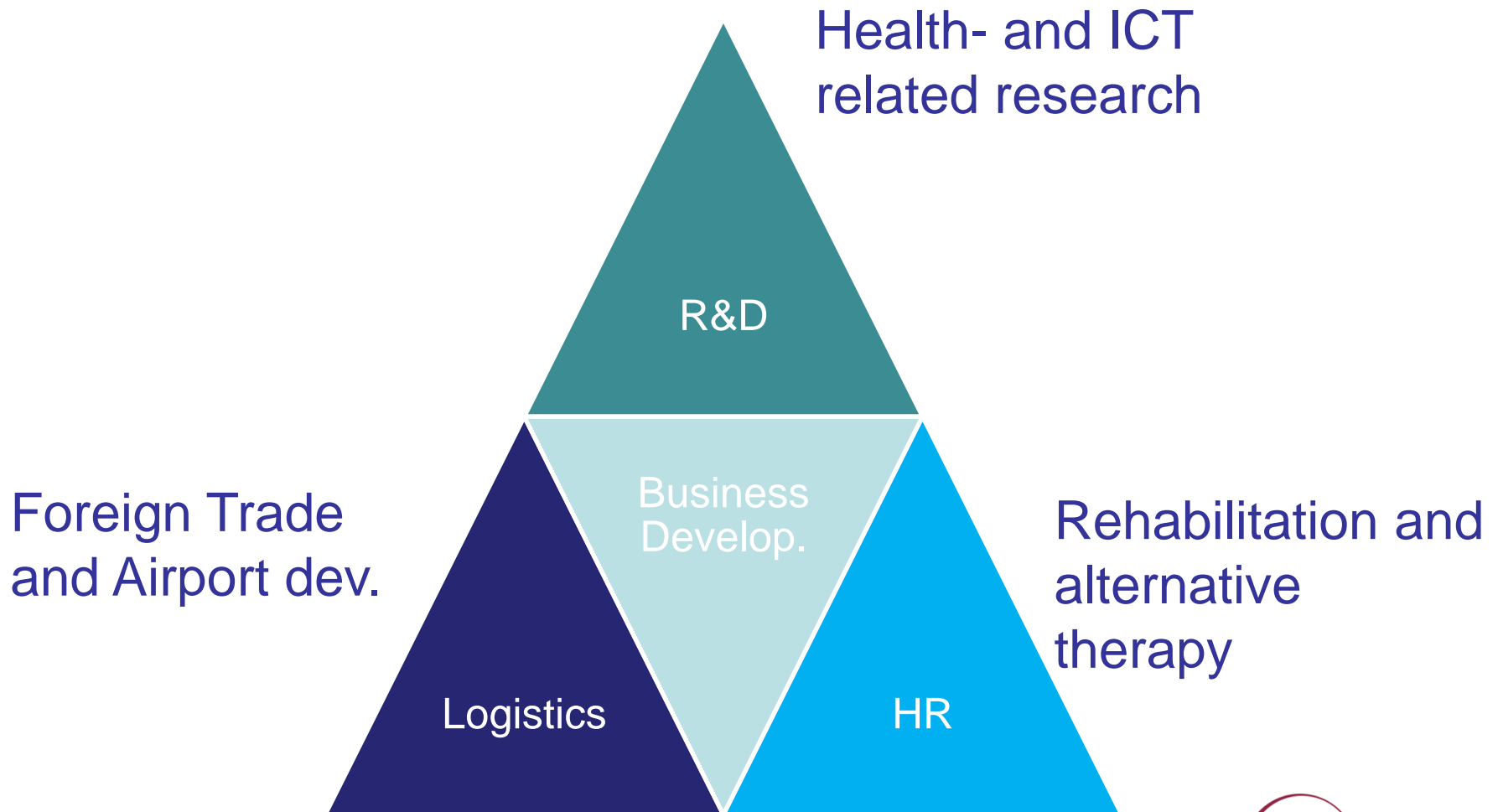


Scientific Know-How Transfer Association

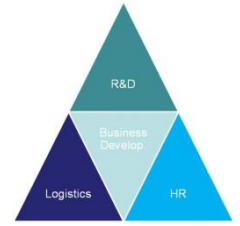


Pro County Vas Association

## Activity-structure of PBN



## Activities of PBN



- Combination of subsidy and business income
- Office in Győr and Szombathely in Hungary
- Partner office in Brussels for subsidy projects
- Offices in Beijing and Shanghai for business projects
- 11 ongoing projects, in the PBN budget of 2 million euro
- Project generation in 2008 for local businesses in the value of 10 million euro
- Export promotion successfully for companies

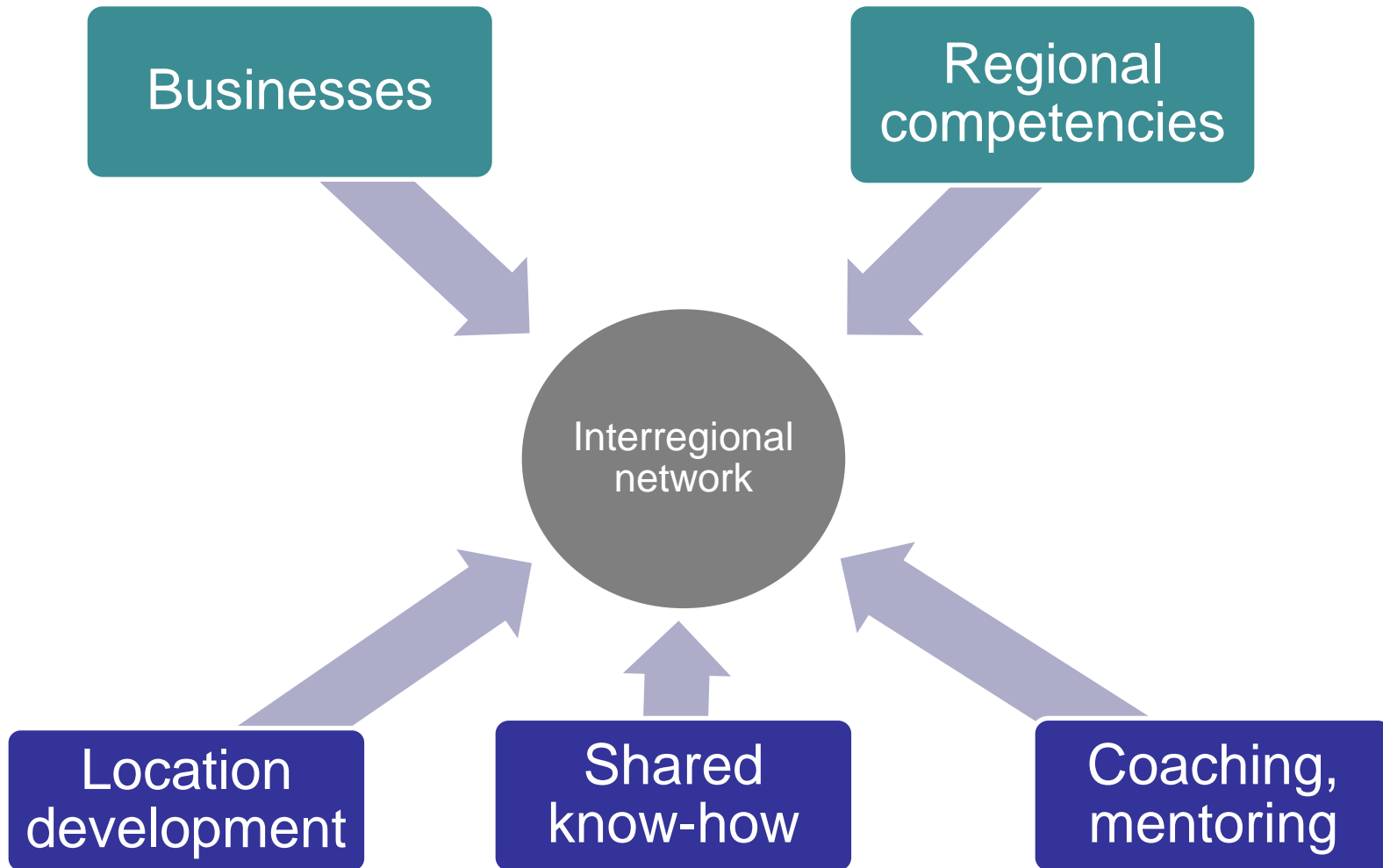
## Conclusions from Global Crisis to EU projects

- Short-term business results are expected
- Operational objectives have to be mixed with strategic components

## Fundamentals of IRIS concept

- Companies loose sales and need to recover
- Restructuring on the market reinforce position of innovative companies
- Facilitate recover of high-potential SMEs

## Structure of IRIS



# Partnership of Iris



Business & Innovation Centre Burgenland GmbH

MIND CONSULT & RESEARCH GmbH

AREA m Styria

Zala County Development Ltd.

West-Pannon Regional Development Agency

Hungarian Academy of Sciences, Centre for Regional Studies

Pannon Business Network

Technologieoffensive Burgenland GmbH

# Businesses



## Improve export-capability of SMEs

- 100 business ideas
- 200 individual discussion
- 20 selected projects for market entry assistance
- 10 good example transfer
- 1 bilateral concept for SME development

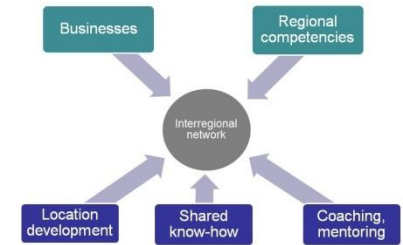
## Regional competencies



## Define sustainable core competencies of the inter-region

- Inter-regional competence-area analysis – competency map
- Thematic catalogue with work plan
- Interregional work-group
- Elaboration of model for technology-transfer and market launch
- Outlined strategy for specific thematic areas

## Interregional network



## Define the framework of co-operation

- 2 cluster analysis
- Analysis if the legal environment
- 50 SMEs linked with cluster initiatives
- 2 joined cluster projects initiated
- Establishment monitoring system

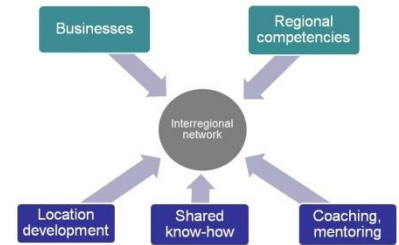
## Location development



## Provide assistance in location improvement

- 1 interregional information system about business locations
- 1 market introduction strategy for the involved sites
- 4 shared, public promotion
- 1 virtual one-stop-shop for assisting location
- 2 concepts for location development
- 6 B2B discussions
- 4 studytours for SMEs

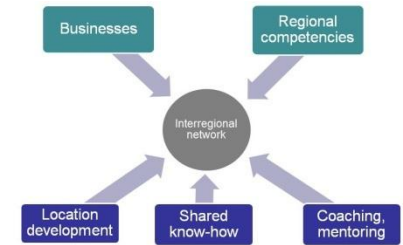
## Shared know-how



## Establish synthesis of gained knowledge

- 1 online knowledge platform with the previous units
- 1 working platform for matchmaking of the business players
- 1 curriculum for the relevant themes
- 2 regional pilot training
- 3 R&D projects initiated

# Coaching and Mentoring



## Institutionalize the Co-operation

- 1 body consisting of institutional stakeholders
- 1 economic-scientific network
- 1 bilateral experts' network for coaching previous themes
- 1 conference-serie for the relevant interregional experts
- 6 project elaboration

## Final remarks

- Our partnership is looking forward to realization
- Further partners are welcome to achieve success together

*Thank you for your attention!*

*Iris partnership*