

Research Cocktail on Innovation in the Impulse Region Fürstenfeld

MINUTES

Place: Town Hall, Fuerstenfeld, Austria
Date: 5 March 2010, 12:00 - 21:00 hrs

Participants:

Jaqueline Egger	AT	Gründer- und Servicezentrum Fürstenfeld
Mirjana Dominovic	AT	Gründer- und Servicezentrum Fürstenfeld
Heinz Michalitsch	AT	Michalitsch Consulting
Ludwig Ems	AT	Gründer- und Servicezentrum Fürstenfeld
Eva Hamker	AT	Hamker
Walter Schrittwieser	AT	Mind Consult & Research GmbH
Michael Azodanloo	AT	ICS Internationalisierungszentrum Steiermark GmbH
Ingrid Kienberger	AT	ICS Internationalisierungszentrum Steiermark GmbH
Hannes Huber	AT	Huber IT Consulting
Bernhard Edelsbrunner	AT	Stadtwerke Fürstenfeld
Hannes Purkarthofer	AT	Hypobank Fürstenfeld
Thomas Hamker	AT	Forstverwaltung
Günter Fullmann	AT	FSSF
Helga Pesserer	AT	Pesserer & Partner
Robert Fritz	AT	Blitz Fritz Gebäudereinigung

On 5 March 2010, in the course of the project I³SME, the second “Research Cocktail” was organised in the town hall of Fuerstenfeld, Austria. This year’s event was dedicated to the topic “Innovation in the Impulse Region Fuerstenfeld” and was embedded in a big daily event on innovation, location marketing and future trends in Austria and Neighbouring Countries.



The main objectives of the research cocktail was on the one hand to explain the activities and added value of the project to experts from R&D institutions, universities, and political decision makers or multipliers, and on the other hand, to

introduce local stakeholders and beneficiaries to the project’s benchmarking process and to clarify options of their possible involvement.

After a welcome address of the managing director of the GZSZ Start-up and Service Centre Fürstenfeld, Mr. Ludwig Ems, the programme continued with a presentation of Ms. Jaqueline Egger. She talked about the I³SME idea, project activities and value added for the region and local and regional SMEs. Moreover, they informed the participants of the ongoing benchmarking process and how SMEs can participate in this transnational benchmark and test their competitiveness and innovativeness in comparison with other companies in their region or sector.



After introducing interested participants to the Project I³SME and a subsequent vivid networking break, the next session of “impulse gathering” started. There, the participants had the possibility to listen to a podium discussion with several stakeholders (from organizations such as AWS, ABA-Invest, Hungarian Embassy) regarding the topic innovative location development which was then held in the town hall of Fuerstenfeld. The discussion, which was moderated by Mr. Karl-Heinz Dernoscheg, the managing director of the ICS Internationalisierungscenter Steiermark GmbH, showed how innovative companies are able to foster regional innovation systems.



After this part of collecting valuable first-hand information, the participants of the Research Cocktail came together and discussed their findings and recommendations for further innovative cooperation in the region. Thus, the second research cocktail did also allow networking in order to ensure proper valorization

and anchorage of project results. For instance, one suggestion was that regional innovation systems should become more systematic and consequent.

Following this interactive discussion at which participants were also invited to have some culinary refreshments, a presentation of the future and trend scout Mr. Christian Hehenberger was organized. The topic of this presentation was “Hot Future - Why, after all this chaos, we are encountering the most valuable century since 1945!”



The future and trend scout addressed topics such as: “What will await us in the next 10 years? Will the European Union prevail against the US and what about the Euro?”, “What are important issues that entrepreneurs and managing directors have to consider?”, “Where will lead us the technological progress?”, “Will there be a change in ecological awareness and sensibility?”, “Which changes will be caused by climate

change?”, “Which developments will appear in the working world?” and many, many more.

After the presentation of Mr. Hehenberger, a Q&A session and discussion in the form of a “World Café” about the addressed topics rounded up the successful Research Cocktail.

