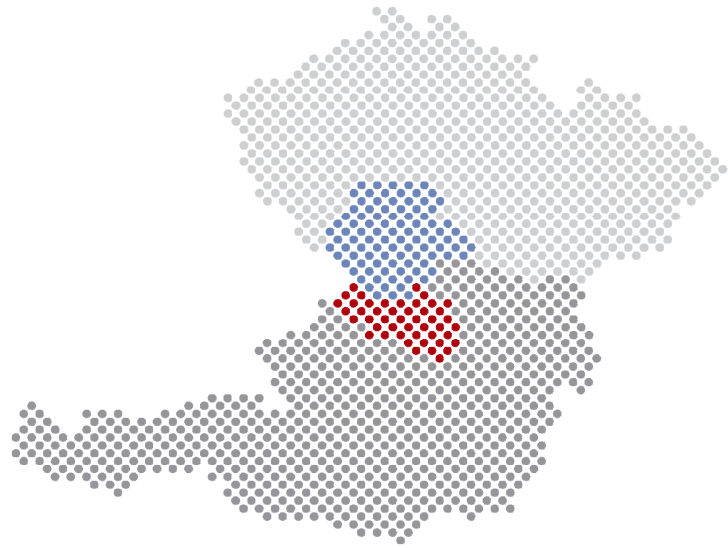




# FROM COMPETITION TO CO-OPERATION

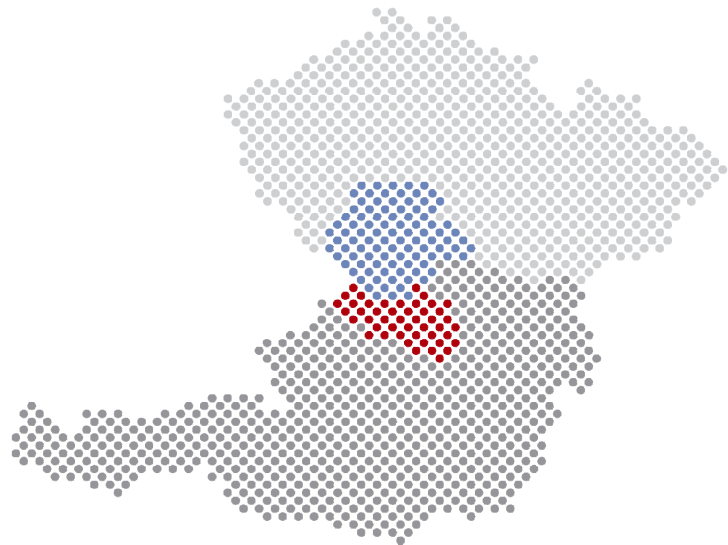


**11. 4. 2011**  
**Hagenberg**

## Mühlviertel-Südböhmen Technologie-Netzwerk Technologická síť Mühlviertel - jižní Čechy



# FROM COMPETITION TO CO-OPERATION



**MSB-TechNet - project presentation**  
**Jan Jareš, AgEnDa o.s.**



## MSB-TechNet: Basics

- November 2008 – June 2011
- subsidised by ETC Austria – Czech Republic 2007 - 2013
- Consortium:
  - CZ: AgEnDa
  - CZ: Jihočeská agentura pro podporu inovačního podnikání (JAiP)
  - AT: Softwarepark Hagenberg / TMG
  - AT: TZ Perg
  - AT: TDZ Neufelden
  - AT: TZ Linz
  - AT: TZ Freistadt

## MSB-TechNet: Goal

**Activation** and **initiation** of crossborder co-operation  
in the field of innovation:

- Research
- Education
- Business
- Innovation infrastructure

## MSB-TechNet: results

- comparison analysis of regional innovation systems
- identification of overlaps, synergies and barriers
- SWOT analysis of a common region „Mühlviertel – South Bohemia“
- creation of a strategy „roadmap“ and PR concept for the region
- web-based software competence map: [www.COMMAP.eu](http://www.COMMAP.eu)
- definition of 8 specific measures and identification of related experts

... see [www.msb-tech.net.eu](http://www.msb-tech.net.eu)

## Common SWOT analysis - strengths

- Qualified HR in promising branches
- Existence and dynamic development of important branches (automotive, plastic, mechatronics)
- Potential of innovations in tourism
- Highly qualified staff in R&D in specific branches (biotechnology, mechatronics)
- Dynamic development of branches related to R&D (biotechnology, environmental technology, RES technology)
- Tradition in agriculture and related branches
- High level of offered education
- High potential for development of new branches and innovative entrepreneurship
- Promising location and closeness to new markets

## Common SWOT analysis - weaknesses

- Lack of qualified HR for technical branches
- Regional economical disparities
- Traditionally focused structures of financing – needs for risk capital and seed funding
- Low dynamic of new companies' establishment
- Insufficient infrastructure for development of crossborder technology competences and absence of crossborder orientated agencies
- Legal and administrative disparities
- Different state of innovation infrastructure and technology development
- Low level of crossborder cooperation in R&D

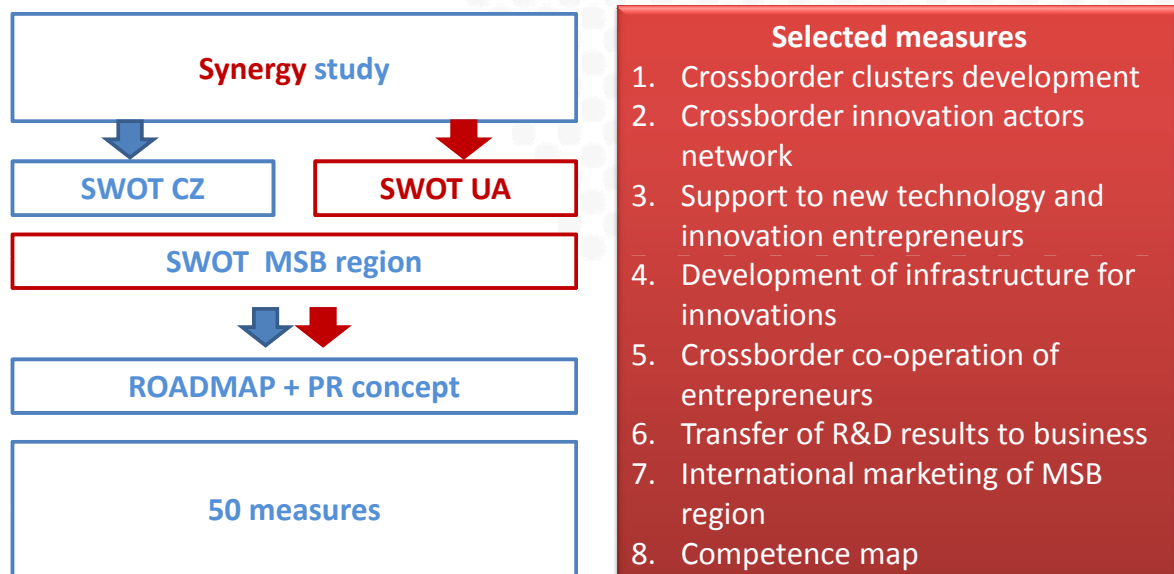
## Common SWOT analysis - opportunities

- Role of innovation when developing of cooperation and sustainable development
- Intensification of collaborative networks and projects
- Implementation of supportive infrastructure for crossborder technology transfer
- Support and promotion of applied research
- Support to innovations and innovative entrepreneurship – removing admin and financial barriers
- Higher level of involvement in ERA
- Raising attractiveness of the region for foreign investments
- Development of branches focus on environmental and energy technologies
- Mutual know-how transfer
- Strengthening of collaboration between universities and business actors

## Common SWOT analysis - threads

- „Brain-drain“ – highly qualified staff leaving
- Concentration of branches – too much dependency on one industry branch
- Structures depended on export and trade booms
- Efflux of capital previously attracted by provided subsidies
- Distorsion of entrepreneurial environment in some preserved branches (agriculture)
- Insufficient removals of barriers between both regions

## Measures



## MSB-TechNet measures & experts

- each measure has **two experts**, one per country
- experts are recognized key actors in respective branches
- each measure is represented in brochure and on website
- experts are named as the key person – not as a contact person (possible communication via MSB-TechNet consortium)

## MSB-TechNet measures & experts

No	Measure	Austria	Czech Republic
1	Crossborder clusters development	<b>Werner Pammingner</b>	<b>Pavla Břusková</b>
2	Crossborder innovation actors network	<b>Johann Dobetsberger</b>	<b>Petr Maroš</b>
3	Support to new technology and innovation entrepreneurs	<b>Dietmar Kirchweger</b>	<b>František Štangel</b>
4	Development of infrastructure for innovations	<b>Werner Auer</b>	<b>Tomáš Lysenko-Chvíla</b>
5	Crossborder co-operation of entrepreneurs	<b>Josef Schachner-Nedherer</b> <b>Thomas Oberngruber</b>	<b>Michaela Fouňová</b>
6	Transfer of R&D results to business	<b>Gilbert Schreiber</b>	<b>Václav Filištein</b>
7	International marketing of MSB region	<b>Bruno Buchberger</b>	<b>Ludvík Zíma</b>
8	Competence map	<b>Robert Stubenrauch</b>	<b>Robert Bártů</b>

## Next steps proposal

- continuation of cooperation within MSB-TechNet network
- active search for crossborder initiatives and support to creation of new projects (R&D, innovations), development of COMMAP tool
- mutual information exchange – e.g. infrastructure development and its operation
- implementation of selected measures via future projects / integration to regional policies
- dissemination and enlightenment for needed actions towards local and national administrative

## Panel discussions – issues / questions

- 1. Obstacles / barriers**
- 2. Success stories / best (good) practice**
- 3. How to facilitate / improve**
  - from outside :  
desired preconditions expected from the national/EU authorities
  - from inside :  
my personal contribution to promote/improve the situation

**Thank you for your attention!**

[www.msb-tech.net.eu](http://www.msb-tech.net.eu)

[www.commap.eu](http://www.commap.eu)



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Gemeinsam mehr erreichen, Společně dosáhneme více.