

FIDIBE International Newsletter N°4

Dear Reader,

I would like to welcome you on behalf of the Partnership of the FIDIBE project!



FIDIBE is the acronym of the „Development of Innovative Business Parks to Foster Innovation and Entrepreneurship in the SEE Area”, a project funded by the [SEE Transnational Programme](#) and co-funded by the relevant national or regional governments and the Partners themselves.

This is the 3rd issue of our international e-newsletter, which is to provide you information on the status of our project, the main results and outputs. We would be more than pleased to receive your feedback.

If you wish to know more, please visit our website: <http://www.fidibe.eu>, which is regularly updated and it will contain all the studies, manual, databases etc. prepared during the implementation of the project. If you wish to unsubscribe, please send your request to unsubscribe@fidibe.com.

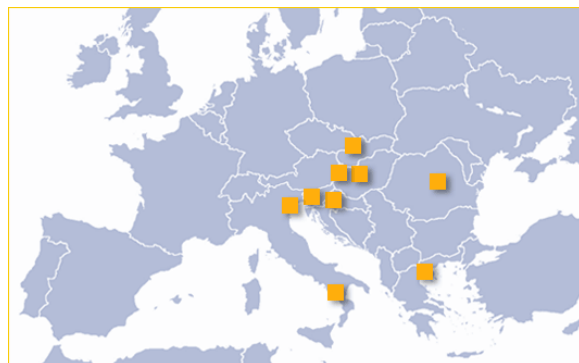
Best regards,



Csaba Sebestyén
Managing Director
Mid-Pannon, Lead Partner

■ FIDIBE objectives and Partners

The main objective of our project is to increase the innovative potential and competitiveness of the SEE area via the development and support of competitive and innovative small and medium-sized enterprises through developing and improving support networks and services for innovative SMEs in the area. The project size is Euro 2.220.000 including ERDF contribution of Euro 1.887.000. 9 Partners from 7 different countries joined the project. Each partner plays a leading role in the field of innovation and business park development in its region and in some cases even at international level.



■ International Seminar of Innovative Business Parks

A major event of FIDIBE took place on the 24th February 2011 as a 1-day International Seminar was organized in Budapest (Hungary) about innovation- and business parks, incubators. This seminar provided a unique opportunity to get familiar with the relevant EU, Austria, Italian, Croatian and Hungarian strategies, in addition to learn from the best practice case in Hungary and in other European countries in an interactive way. More than 160 participants of local and international professional audiences and renowned international and local presenters participated on the Seminar.

You may download the presentations of the Seminar on this link:
<http://fidibe.com/news/international-seminar-presentations>

■ New Slovakian Project Partner



The Slovakian INOVA NOVA recently joined the Partnership of the FIDIBE Consortium to replace the Alexander Dubček University of Trenčín (SK).

The Slovakian Alexander Dubček University of Trenčín decided to withdraw from the FIDIBE Partnership as of the 15th April 2010. On the same day the Partners decided to incorporate a new Slovakian Partner, the Bratislava-based INOVA NOVA n.o. in order to maintain the original project goals and results. Unfortunately due to several administration-type difficulties the partner change was officially approved only on the 15th October 2010.

INOVA NOVA is non-profit organization with rich experience in managing EU funded projects. It is controlled by the Managing Board composed of representatives of Trnava and Trenčín region. Team of INOVA was involved in many regional and sectorial oriented projects with main focus on innovation topic.

■ Training hosted by the Italian VEGA was completed successfully

The Italian VEGA PARK hosted the 2-day training and study tour of the FIDIBE Partners in November 2010.

The impressive development of VEGA PARK at Venice was introduced to the Partners, as one of the best practices of how an unused and environmentally polluted brown-field industrial area can be converted into a high-tech location for more than a 100 technology oriented companies. It is also a good example of the effective usage of the ERDF funds.

During the 2-day training programme the representatives of the Partners learned and discussed 3 main topics of which are vital for the establishment and operation of Innovative Business Parks:

- Scientific parks and territory: dynamic models of development;
- Technology Parks and business angels/venture capital to support sustainability;
- Methodology, practice and experiences from comparative case studies in the EU;
- Quality Management at EBN (European BIC Network).

■ Manual of the Innovative Business Parks and Best Practice Analysis

The core output of FIDIBE is the Manual of the Innovative Business Parks – which will be a unique document in the SEE area – and hopefully at EU level – concentrating on the following 2 main issues:

- a guideline helping decision-making in terms of ‘what’ and ‘where’ – what kind of Innovative Business Park should be developed and where,
- what kind of conditions have to be taken into consideration, when developing an Innovative BP (mission, legal structure, fund raising, organisational structure, financial planning, services offered, client selection etc).

The Manual will present practical examples and will demonstrate the relevant best practices from the SEE Area. Each Partner in FIDIBE has collected its regional/national best practices, which were summarised in this Manual and will provide practical examples upon theoretical solutions.

The Manual will be published in an electronic form on the 24th February 2011 (on the FIDIBE International Seminar in Budapest), the interactive DVD will also include national-language versions (Italian, Hungarian, Slovenian, Croatian, Greek, Slovakian and Roumanian).

■ News from Sviluppo Basilicata

Sviluppo Basilicata’s Val D’Agri business incubator chooses Green Economy for the enterprises and the development of the area

The notice was published on 16th February 2011: it is addressed to new and already-existing enterprises intending to locate their offices or their productive unit within the incubator (which is settled in Alta Val d’Agri industrial area of Basilicata) and to operate in the fields of bio-architecture and building, energy from renewable sources, green technologies, sustainable agriculture, sustainable chemistry, environmental management.

In agreement with the strategic lines of regional development and consistently with the specific actions of FIDIBE project, Val d’Agri Incubator continues the path started in 2010 to support local business system. The innovation line promoted with the first notice gets stronger thanks to this orientation towards green economy.

The policy effort made by Sviluppo Basilicata during the recent launch of the Incubator in Val d’Agri area and the analysis of entrepreneurial spurs coming from the territory during this first exploratory phase, allow to collect and promote – through this notice – the real potential that is already available in the area.

The business Incubator, as clarifies Raffaele Ricciuti – Sole Administrator of Sviluppo Basilicata that is the manager subject of the Incubator, is a virtuous place for the birth or the development of alternative activities, it is a flexible and dynamic instrument for the whole territory, since it reconsiders and reinforces its position constantly putting itself at businesses’ disposal, and seeking continuous synergies with the stakeholders of the area (universities, research centres, foundations), in order to play a driving and scouting role.

7 production laboratories (with a variable scale from 161 sqm to 312 sqm) and 4 services laboratories (with a variable scale from 41 sqm to 54 sqm) are available in the Incubator.

It has also a multifunctional room for conferences and meeting and training rooms. It is equipped with heating and SHDSL line for a quick access to the Internet.

The forms can be downloaded on www.sviluppobasilicata.it

■ News from Technology Park Ljubljana

European Projects

Technology Park Ljubljana started with activities in two European projects. First project PROINCOR – Proactive Innovation Support for SMEs in the Corridor from the Baltic to the Mediterranean Sea is co-financed by the Central Europe Programme. Ten partners prepared the methodology for the innovation audit tool. With the innovation audit tool partners will enhance innovation processes and innovation products in the small and medium sized enterprises. First innovation audits have been done. Additionally, Technology Park Ljubljana organised two workshops on the topic of innovation processes in SMEs during the Days of Entrepreneurship at Technology Park Ljubljana and the Competition for the Best Business Plan 2011.

At second project MED-KED – Mediterranean knowledge-based entrepreneurship development that is co-financed by the Mediterranean Programme Technology Park Ljubljana is work package leader for Research, Analysis and Good Practice Exchange Common Transnational Methodology. Consortium of five project partners is going in a three year are going examine the potential for the enhancement of the knowledge based entrepreneurship environment in the region and provide recommendations and pilot actions for the promotion of the knowledge based entrepreneurship.

Technology Park Ljubljana and WEDASoft Software signed agreement of long-term cooperation

Based on the successful cooperation and positive responses from entrepreneurs Technology Park Ljubljana and WEDASoft Software for Austria signed a long-term cooperation in the field of specialised education and training on electronic design trends and use of advanced software tools. Mentor Graphics professionals will conduct seminars and trainings with an emphasis on trends and hardware and software for faster and more cost-effective development of electronic products.

■ News from Business Innovation Centre of Croatia

BICRO SELECTS 25 PROJECTS FOR CO-FINANCING WITHIN THE INNOVATIVE CONCEPT TESTING PROGRAM – PoC

ZAGREB, December 2010 – After receiving 85 applications during the second round of the Proof of Concept (PoC) program, Business Innovation Centre of Croatia – BICRO conducted the evaluation of the submitted projects. Evaluation committees for the areas comprised of independent experts made recommendations on co-financing for 25 projects valued at over HRK 4.8 million. The total value of funds requested is close to HRK 8 million, of which private sector is set to invest HRK 3 million. The largest number of projects submitted was from the field of digital technology, ICT and energy (40%), followed by a 16% share by projects in the sector of electronics, advanced materials technology, health care, and food and agriculture. The selected projects were predominantly submitted by innovative companies (52%), followed by scientific organizations with research results applicable in the general economy (48%).

The proof of innovative concept verification process is aimed at determining the technical characteristics and commercial potential of research results in order to bridge the gap between research and development and actual, marketable products and services stemming from this research process. As such, the program provides support in early stages of innovation, thus helping further development and reducing the investment risk during the latter project stages.

TECHNOLOGY INNOVATION CENTRE (TIC) MEĐIMURJE OFFICIALLY OPENED IN DECEMBER

ČAKOVEC, December 2010 – A grand opening of the Technology and Innovation Center Međimurje (TIC Međimurje) was organized in Čakovec in early December last year. TIC Međimurje is one of the six centers in Croatia developed as a part of network of TEHCRO centers, which include Technology Park Varaždin, Technology and Business Innovation Center for Mariculture - MARIBIC University of Dubrovnik, Science and Technology Park of the University of Rijeka, Business Innovation Support Centre Nova Gradiška focused on CNC technologies, and TERA TEHNOPOLIS from Osijek. BICRO has so far closed contracts valued at HRK 63 million within the TEHCRO program, aimed at development of technology infrastructure. These projects will be carried out within the maximum timeframe of five years. The TEHCRO network is set to help these projects in overcoming the initial period of establishment and training, after which all centers will start operating as self-sustaining market entities.

BICRO INVESTS OVER EUR 280 THOUSAND INTO DEVELOPMENT OF FLAME-RETARDANT THREADING AND NEW CONCEPTS IN SALES OF SPORTS EQUIPMENT AND TOURISM SERVICES WITHIN THE EUREKA PROGRAM

ZAGREB, December 2010 – Business Innovation Centre of Croatia – BICRO, a specialized government agency in charge of implementation of government programs supporting technology development, signed two new contracts within the EUREKA program. The program provides funding for market-oriented development projects carried out under international cooperation. Per the Agreement with the Ministry of Science, Education and Sports from May 2010, BICRO was entrusted with the role of the implementing body for the EUREKA program. The financial support was granted for a development project E! 5785, FLAMEBLEND in the amount of EUR 149,093, which makes up 47% of the total funds for the Croatian part of the project, with other partners covering the remainder of the costs.

The project will be implemented over the period of three years within tripartite cooperation between Croatia, Slovenia and Austria. The Croatian partners include Faculty of Textile Technology at the University of Zagreb, and a textile factory Galeb from the town of Omiš. Slovenian partners comprise University of Maribor and the local company Beti Preja, while Austria participates with a single company Anton Paar GmbH. The project will focus on design and development of functional flame-retardant threading and yarn, and fabric with mixture of wool, cotton and synthetic fibers. Coordinated cooperation between academic society and industry in the EUREKA program will ensure quality development and objective evaluation of new products. The program includes products for underwear fabrics for children, as well as for sports and recreation. Functional flame retardant fabric is aimed at both Croatian and regional markets in form of competitive and eco-innovative product with added value and reasonable price. The products will be specially designed for the market segments in which people have to wear and work in protective clothing – such as fire fighting, rescue services, military, oil and manufacturing industries and other sectors which require additional workforce protection.

Together with E! 5785, FLAMEBLEND, early December saw another support grant – financial support for development project E! 5010 @ limp by Recro-net from Zagreb. The financing provided is in the amount of EUR 148,882, making up 45% of the total funds for the Croatian part of the project. International partners in the project are OKS-Olimp and University of Primorska, ZRS from Slovenia.

The project, dubbed "Services based on mobile technology for the new sport and tourism-centric lifestyle", is aimed at developing a new concept of modern information system supporting sales of sports and tourism services. The concept will be based on the usage of modern information and communication technologies (Internet and mobile Internet), uniquely tuned for addressing the targeted end-user segments. The newly developed system will represent an overall change in sports and tourism sales infrastructure, achieving better efficiency and larger potential for further financing of sports activities.

The system will contain information about sports programs and events, as well as related services in tourism and health segments. Users will have the ability to work in both on-line and off-line mode, create their personal portfolios with sports activities, subscribe to sports and tourism services, and perform payments via Internet or their mobile phones. The system will also provide tools for creating virtual user communities.

■ News from Mid-Pannon Regional Development Company

Mid-Pannon has completed the prefeasibility study of the establishment of an Innovative Business Park in its region. The aim is to prepare the creation of a new tool of innovation support in the Central-Transdanubian region which would provide both physical infrastructure and a wide range of services for innovative companies. Three options have been analyzed in the pre-feasibility stage and one will be selected for a detailed feasibility study.

Several transnational projects with the involvement of Mid-Pannon have received a positive decision of the CENTRAL and SEE programmes:

- FINNO (SEE) which is to create a communication platform of decision-makers supported by sustainable mechanism for fostering innovation in SEE area, the FINNO Committee, a legal body providing governance level with constant and relevant policy recommendations.
- RECULTIVATUR (SEE) which is led by Mid-Pannon to enhance religious thematic cultural values in the SEE area,
- Re-Turn (CENTRAL): which provides an account of the extent of return migration, competences and needs of returning migrants as well as concrete measures to promote remigration as a source to foster knowledge development.

■ News from Harghita County Council

Harghita Agro-industrial Park

Negotiations started with local stakeholders in order to establish an Industrial Park in Harghita County. In the frame of the FIDIBE project the process of the economic analyses of potential sites was launched. According to the local strengths and needs the profile and the characteristics of the Park was determined and the identification of the potential area is in progress.



Szeklerland's Ski Map was presented: Harghita County Council launched its winter tourism campaign

Thirteen ski slopes are on Szeklerland's ski map, which was presented on 22nd of November 2010 during a press conference held in Harghita County. It's now proven that a thematic and unique Szekler image brings a bigger success for the regions' entrepreneurs. This was also proved by the experiences at national and international exhibitions; all of these being now strengthened with Harghita County Council's winter tourism campaign and through presenting the region's ski slopes. The president of the county council emphasized the fact that even in Prahova valley there are no such initiatives as this one. Also, the Szekler product offers won't be left behind from qualitative point of view on national level, but these will have to be capitalized for the potential tourists. "With our tourism campaign, first of all, we address especially in attention of the youth. In this way we launch a youthful tourism campaign" – said Borboly Csaba.

Borboly Csaba, president of Harghita County Council negotiated in Vienna, Austria regarding traditional Szekler products' promotion

The president of Harghita County Council, Mr. Borboly Csaba negotiated with the Romanian Embassy in Austria on 18th of December 2010. The president presented Harghita county's main development plans. The Szekler producers will need a partnership with actors of the Tirol agriculture for experience exchange and based on the negotiation this partnership is expected to be a success. Also the Twinning program of the EU will be in help of this partnership with Austrian actors, because its essence is the sustenance of international relations between towns, counties and regions. This program also contributed to the partnership establishment of Harghita County Council with Polish and Italian regions. The traditional Szekler products' national and international promotion is on a good track. Harghita, Covasna and Mureş counties were present several times with common stands, under Szeklerland name, at international exhibitions organized in Bucharest and Budapest.

Hargita Business Center – Business Incubation Center

The planning process of a Business Incubation Center has completed recently by the Harghita County Council. The project aims to enhance the competitiveness of local SMEs and provide support services to innovative start-ups and using also the experiences of the FIDIBE project. The investment of 2 million euro is needed in order to build the necessary infrastructure and the proposal was submitted to the Structural Funds for financial support. The Business Center is planned in a former industrial area and includes also the rehabilitation of the polluted industrial site.

■ **News from VEGA - Venice GAteway for Science and Technology**

I. FIDIBE - Final draft of the best practice analysis

The final version of the Best Practice analysis has been developed. VEGA' best practice is focused on the structure of management of the park. The analysis is an overview of the life of park as it describes the first steps taken more than ten years ago, the actual situation and the future that VEGA society has chosen. The document is structured into the following sections:

- A. *Introduction*
 - A.1 *The Science and Technology Parks in Italy*
 - A.2 *APSTI*
 - A.3 *Some information about VEGA*
- B. *The history of VEGA; analysis of the management and ownership method*
 - B.1 *Geographical Location*
 - B.2 *VEGA management system*
 - B.3 *PTS VEGA: Research Area, Innovation, and Technology Transfer*
 - B.4 *VEGA Technology Platforms*
 - B.5 *The VEGA system*
 - B.6 *The resources of VEGA*
 - B.7 *Yesterday – how it all started*
 - B.8 *Tomorrow – Vega 2, 3, 4*
 - B.9 *Vega's new vocation: the strategic plan 2010-2012*
- C. *The success factors of the best practice*
 - C.1 *An innovative project*
 - C.2 *The ability to change and to shape a new identity*
 - C.3 *Synergies among the local agencies*
 - C.4 *Synergy between public and private players*
 - C.5 *The staff of the Management Office*
 - C.6 *Configuration of the manufacturing activities in the regional territory*
 - C.7 *An integral part of a national plan*
- D. *References*

The final draft of the document, that has been approved by the consortium, has been presented to all project's partners during the Steering Committee held in Venice in November, 2010.

FIDIBE WP5 – Preparation of Feasibility Studies of Innovative Business Parks – has started

During the last Steering Committee VEGAPARK, the WP5 leader has presented a draft of the methodology of the WP5. The SC has discussed about it and has finally approved the document. The two tasks of WP 5 are: realization of a feasibility study for the creation of a new park or the extension of an existing one and the creation of a list of possible potential enterprises.

FIDIBE feasibility study methodology will be composed of the following steps:

1. *Definition of scale of intervention;*
2. *SWOT analysis to choose a project;*
3. *Feasibility Study:*
 - *Market viability*
 - *Technical viability*
 - *Management model viability*
 - *Economy and financial model viability*
 - *Exit strategy viability;*
4. *Evaluation of the results;*
5. *SWOT analysis on your idea;*
6. *Writing of the document: Draft final study;*
7. *Final study;*
8. *Presentation of the final output.*

FIDIBE database of enterprises methodology will be composed of the following steps:

1. Development of the database structure by VEGA and selection criteria for the database
2. Selection of enterprises for the regional databases of innovative SMEs by the PPs
3. Insertion of enterprises' data into database by the PPs
4. In-depth interviews with the selected 6 potential clients/region by the PPs for the Feasibility study

News from CERTH

CERTH team (Nikos Katsiadakis, Mando Karvelli and Katerina Papadopoulou) participated the **Annual Conferences of SEE** (South East Europe Programme) and MED (Europe in the Mediterranean) that were held from 21 to 23 September 2010 at Makedonia Palace hotel in Thessaloniki. The annual SEE Conference closed on 22 September with an event held in collaboration with the MED programme.

The Centre for Research and Technology Hellas (CERTH), the French Embassy in Greece, the General Consulate of France in Thessaloniki & the French Institute of Thessaloniki co-organise the **“4th Innovation and Entrepreneurship Conference”** in Thessaloniki in 12-13 May 2011. For relevant information please visit <http://www.certh.gr/480295FF.en.aspx>, where you can find the draft programme.

Since 2006, CERTH is the coordinator of the Researchers' Night Event in Greece, along with a number of partners who organise local researchers' nights in a number of Greek cities like Heraklion, Patra, Volos, etc. On Friday 24 September 2010, CERTH and Science Centre and Technology Museum “NOESIS” co-organised the AstroParty in Thessaloniki, participating in the European Events of the “Researchers' Night 2010”.

The Chemical Process Engineering Research Institute (CPERI) celebrated its 25 years of successful operation with a special event that took place at the Conference Centre of CERTH in Themi, Thessaloniki on the 25th of November 2010.

■ News from West-Pannon Regional Development Company

New director

From September 2010 a new director, Károly Illés manages the company. Károly Illés arrived from the bank sector and he has extensive experiences in financing of SMEs. His main goal at the company is to enhance the competitiveness of SMEs in West-Pannon region, to provide high-quality project-management services and to participate in successful national and transnational EU projects.

15th February 2011: FIDIBE Information workshop and conference

West-Pannon Regional Development Company organized a regional information workshop and conference in Győr, in the Chamber of Commerce and Industry for Győr-Moson-Sopron County. The workshop and conference was held on 15th February with about 80 participants including the representatives of the local media.

The speakers – external experts of FIDIBE project among them – introduced the project itself, its results and outputs, the actual tasks and its future goals. Besides the project-related presentations the participants were informed about the new national and transnational call for papers focusing on the development of industrial parks and innovation centres.

■ News from INOVA NOVA

Taiwanese Investor in Trenčín

It was on December 2, 2009, when the Slovak Minister of Economy, Ľubomír Jahnátek, and the President of AU Optronics, Keuen Yao Lee, signed an investment agreement, which has led to the biggest investment in Slovakia since the beginning of crisis. The investment by the assumptions creates 3300 new jobs (directly 1300, indirectly 2000). The Slovak Government played a very important role as it approved an investment help which enabled the realization of the whole project.

In October 2010 AU Optronics started a long-term process of hiring staff, which might last till 2013, but the production will be launched in the middle of 2011. The Slovak Information and Press Agency informed that it would be the biggest labour recruitment in Slovakia since 2008. AU Optronics will produce LCD modules, LCD televisions and various components of display technics. Nowadays they focus on hiring managers and employees from Trenčín and Trenčín region. Factory will be located on more than 200 thousand m² and manufacture around 2,4 million pieces of products per year. Development of the whole factory costs more than 191 million EUR.

Background and outcomes of the investment

One of the most important moments recently has been cancellation of visa requirements for inhabitants of Taiwan. This law came into power on 1st January 2011. It is out of question that this step will help to improve the Slovak-Taiwanese business relations. In the near future 30 percent growth in number of visitors from Taiwan is expected (nowadays it counts for 800 thousand in EU member states per year).

In 2010 Taiwanese supported the education and healthcare in Slovakia by the investment of more than 30 thousand EUR into Slovak schools and hospitals. This support was realized through provision of various types of electronics. Representatives of Taiwan are planning to continue with similar activities also in 2011.

As lately the Slovak-Taiwanese relationship is evolving in very positive way on behalf of both countries, visa-free status together with direct investments from Taiwan to Slovakia support the mutual prosperity and further development of relationship.