

### FIDIBE International Newsletter N°3

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](mailto:unsubscribe@fidibe.com).

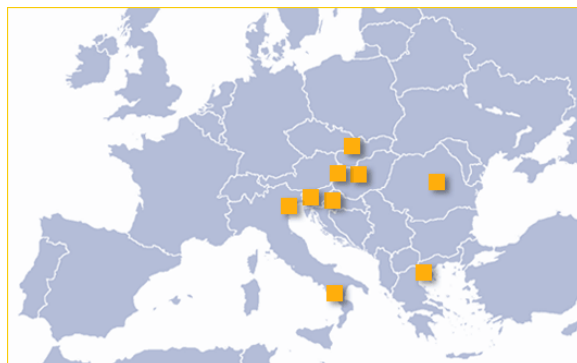
Best regards,



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.



## ■ Studies of the innovative potential of FIDIBE Partners regions

All project Partners have completed the first major studies of FIDIBE: the “Analysis of the Innovative Potential” of their region.

These studies have been prepared in order to overview:

- the main innovative sectors of the regions, its specific characters general situation and SWOT,
- main actors contributing to the development of innovative capability and entrepreneurship of the region, including the SME policies, the institutional system of innovation support and main support services,
- suggestions and proposals for overpassing the problems identified.

The results of the studies will be integrated in the core output of the project, namely the Innovative Business Park Manual. As soon as all the analyses are completed a summary will be prepared which will include the most important findings of the individual documents: therefore it can provide valuable inputs for the programming of new transnational programmes, as well.

You may download the studies in the [Outputs and results](#) section of the website.

## ■ Best practice analysis of Innovative Business Parks in the SEE Area

As the next major milestone each Partners of FIDIBE has identified one or more Business Parks in their region or country as being “best practices”. With the leadership of the Greek Partner, CERTH, a matrix was prepared to select the “best practices” of the Parks accordingly to different topics and areas (ownership, strategy, services etc). A CERTH-developed common methodology was used to prepare the description and evaluation.

The completed analyses will be continuously uploaded in the [Outputs and results](#) section of the website.

## ■ Manual of the Innovative Business Parks and Best Practice Analysis

The core output of FIDIBE is the **Manual of the Innovative Business Parks** – available in an easily accessible electronic format – 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 concentrate on practical examples and will demonstrate the relevant best/good practices from Southeastern-Europe. Each Partner in FIDIBE has collected its regional/national good practices, which will be summarised in this Manual and will provide practical examples upon theoretical solutions Preparation of the Manual started with the involvement of external experts and the entire Partnership. Its text is currently under finalisation. It will be developed in an easily usable electronic form, which will be completed and distributed during autumn 2010. The results of the manual will be presented on an International Seminar in December 2010.

## ■ News from Sviluppo Basilicata

On February 16<sup>th</sup> 2010 Sviluppo Basilicata launched the public “*Invitation to submit proposals for projects finalised to the creation and development of Innovative Enterprises to be settled in the Val d’Agri business incubator*”. 6 proposals were submitted by innovative SMEs and the team of experts – 4 professionals belonging to Sviluppo Basilicata and one more member chosen among the experts on innovation and eco-sustainable energy of the Basilicata Region – selected in order to verify the proposals submitted is currently at work. The official list of the “winning” companies is going to be published at the beginning of September.

Two transnational projects – with the involvement of Sviluppo Basilicata SpA – have received funding in the MED Programme and have been started with the two respective kick-offs on Mid July in Athens: **KnowInTarget** (Lead Partner: Consulting Department of ETAT S.A. – Greece) and **2INS Clusters** (Lead Partner: BIC of Attika – Greece). In June, it was also subscribed the Partnership Agreement for the project **Factor 20** under the umbrella of the Life Plus Programme (Lead Partner: Regione Lombardia – Italy).

## ■ News from Technology Park Ljubljana

### Two new European Projects

Technology Park Ljubljana got approved two European project. 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. In three-year program ten project partners are going to prepare the innovation audit tool, which will enhance innovation processes and innovation products in the small and medium sized enterprises. The second project **MED-KED** – Mediterranean knowledge-based entrepreneurship development is co-financed by the Mediterranean Programme. Consortium of five project partners is going in a three year endeavor 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 took over the Presidency of European Division IASP

Iztok Lesjak, General Manager of Technology Park Ljubljana, was elected President of the European Division of the International Association of Science Parks during the World Conference held in Daejeon, Korea, on 24-26th May 2010.

During his two-year term as European Division President, Mr. Lesjak will serve on IASP’s esteemed International Board of Directors, comprised of science park leaders from around the globe.

The International Association of Science Parks (IASP) is an international non-profit association dedicated to assisting the development of new science and technology parks as well as the growth and internationalisation of already mature projects, encouraging partnerships and fostering international networking among nearly 400 member organisations, represented by over 70 countries.

The Technology Park of Ljubljana is an active member of IASP since July 1997. Presidency of the European Division IASP will complement the Park's vision of becoming an internationally recognised support environment and commercial centre for the flourishing of globally competitive innovative entrepreneurship.



Members of IASP International Board of Directors

## News from Business Innovation Centre of Croatia

### **BICRO launches co-financing program for researchers and entrepreneurs**

*Business Innovation Center of Croatia, in cooperation with partners, aims to provide initial co-financing for innovative research and entrepreneurial projects via Proof of Concept program*

ZAGREB, May 2010 – Business Innovation Center of Croatia (BICRO), in cooperation with Technology Transfer Office at the University of Zagreb, Science and Technology Park (SteP Ri) at the University of Rijeka, Technology park Varaždin, Tera Tehnopolis, and Regional Development Agency Međimurje (REDEA), launched a Proof of Concept (PoC) program. The initiative will provide non-refundable financing options valued between HRK 35,000 and HRK 350,000 per project in order to facilitate verification and protection of intellectual property and demonstration of practical technical feasibility. Along with core activities, the funds will also be used for conducting market analyses, business planning, concept and strategy development in product commercialization, as well as providing business support in establishment of market feasibility of new ideas. The program provides funding of up to 75 percent of the total expenses, whereas the remaining 25 percent will have to be secured by the companies participating in the project – either by their own devices or via third-party sources. The Proof of Concept program aims to establish methods of measuring technical characteristics and commercial potential of the research output in order to close the gap between research and development and commercial markets.

### **BICRO invests 3.5 HRK million in development of research and business incubator in Osijek**

ZAGREB, July 2010 – The contract on financing the founding of research incubation and business center “TERA Osijek” was signed at BICRO premises during the month. The initiative, carried out within BICRO’s technology infrastructure development program TEHCRO, will secure HRK 3.5 million for support – 32 percent of the total project cost. The project is a part of the technology transfer and public research commercialization system built by the University of Osijek, and with cooperation and participation of local authorities. All participating parties are either providing support by funding or physical assets and are actively involved in business operation of TERA TEHNOPOLIS trading group.

The support extended toward development of research and business incubator represents the continuation of TERA TEHNOPOLIS activities: expansion of the available business space from existing 1,200 to 3,000 square meters (translocation to a new location in Tenja, Tehnopolis Osijek premises), and development of the existing organization. The new organization will provide support in a form of subsidized service packages tailored for specific client needs. From 2007 to the present day the Croatian government invested more than HRK 172 million into innovation and technology-based entrepreneurship via a dedicated development program.

### **BICRO invests HRK 770 thousand into innovative violin**

ZAGREB, July 2010 – A new contract was signed at BICRO premises in Zagreb during the month. The project, carried out as a part of the program for development of the knowledge-based companies (RAZUM), aims to provide company VŠP from Varaždin with funding of up to HRK 770,000, nearly 70% of the total project cost.

The project includes development of the new violin chinrests. This innovation enables optimal ergonomics and easier adaptation to individual musician's needs, in addition to lowering the total weight of the instrument. The purpose of this project is to provide a new innovative market product that does not damage the violin body, and at the same time contributes to better instrument's performance. This advanced solution resolves nearly all shortcomings of the conventional chinrests.

### **BICRO presents Manual for Business Innovation Parks**

ZADAR, July 2010 – At the conference held in the hotel Kolovare in the town of Zadar experts from the Business Innovation Center of Croatia, together with FIDIBE partners, presented the first draft of the Manual for Business Innovation Parks. The aim of the document is to provide help in development and maintenance of innovative parks. It is based on a select set of best practices collected from countries participating in the FIDIBE project which are further expanded by regional political, economic and cultural particularities. The Manual is one of the FIDIBE project deliverables and is to a large extent based on Study on Innovation Potential that was conducted in participating countries at the end of last year. By joining the FIDIBE project, which is specifically aimed at providing support for innovative business parks in Southern and Eastern European countries, BICRO that has been actively working on TEHCRO, a government program for financing Croatian research sector and innovative infrastructures, secured additional resources for further advancement of new centres and other complementary components necessary for continual and sustained growth of Croatian economy, knowledge and innovation.

## **News from Mid-Pannon Regional Development Company**

Mid-Pannon participate as a consultant in several ERDF-funded town rehabilitation project: preparation of the social town rehabilitation project of Veszprém and Székesfehérvár towns has been launched, town rehabilitation projects of Székesfehérvár, Tapolca, Balatonfüred and Komárom have been approved by the Regional Development Agency (total project volume is appr. euro 20 million). Mid-Pannon provides project management for the ice-hockey stadium reconstruction of the hockey stadium of the town of Székesfehérvár.

Mid-Pannon also participates in a number of other transnational projects related to clusterization:

The Clusters-Cord project (2CE202P1) is one of these supported initiatives established by a Central European consortium. The project is a transnational cooperation project supported by the Central Transnational Programme, since it aims at jointly looking for answers to improve regional capacity in the management and development of clusters, through the exchange of experiences and good practices and development of direct cooperation among existing actors, as a sustainable result of the project.

Support of creating of meta-clusters in key industries in sustainable way is very efficient way to increase the competitiveness of Central Europe. The lead partner of the project is the Regional Development Agency of Usti Region, PLC; Mid-Pannon is one of the Work Package leaders, as the main responsible partner for research & transfer of experiences and good practices. All the Central-Transdanubian Solar Energy Cluster, the Pannon RDI & Educational Cluster and the Central Transdanubian ICT Cluster have been involved in the project.

The Mid-Pannon Team is a WP-Leader in another cluster-project supported by the Central Transnational Programme, too. The partners in the AutoNet (2CE201P1) project, led by the Automotive Cluster – West Slovakia, agreed on the establishment of permanent network of leading automotive regions in CE. The project has been focused on 3 major areas by realization of common activities through the network:

- search or research of new services they could be provided by supporting actors in region to improve the conditions for innovation
- boost creation of transnational cooperation or ventures to produce innovative solutions
- create awareness about supporting of innovation in the automotive at different policy decision maker levels by elaboration of policy recommendation at 3 levels ( regional, national and EC) and realize implementations through associated institutions of project

The Automotive and Mechatronic Cluster of Ajka, as the lead automotive cluster in Central Transdanubia, has been involved in the implementation.

## ■ News from Harghita County Council

### **Kick-off a new project**

A new INTERREG IVC project called ROBINWOOD PLUS is started in April with the partnership of the Harghita County Council. Main objective of the project is the promotion of the multifunctional role of forests as engine for economic development, environment protection and quality of life improvement in rural areas, in accordance with the eu Forest Action Plan and sustainability policies.

### **Traditional Szekler products on the international market**

Since 2008 Harghita County Council initiated a program in order to promote and sell traditional Szekler products on foreign markets. Initially, these products were promoted through presentations and by participating at exhibitions and fairs organized in Hungary. The negotiations with the Cora Hypermarket Chain were successful, and it made possible the organization of a successful product presentation and tasting event called Szekler Weeks in the Cora hypermarkets in Hungary from 7<sup>th</sup> till 22<sup>nd</sup> of May 2010. Based on this success, a new Committee was established for the approval of Szekler products trademark, making a step closer to the possibility of trade and promotion of traditional and renowned Szekler products on international level.

### **“University master on Brownfield’s characterization and rehabilitation”**

A second-level university master on “Brownfields’ characterization and rehabilitation” will be held in VEGA from October 2010 to October 2011. Proposed and promoted by the Environmental Department of Ca’ Foscari (University of Venice), it foresees 35 places.

The master will be structured in lectures, seminars, laboratories, on-field tutorials, cases of study and stages within local enterprises.

The master is sponsored by the City of Venice, the Province of Venice, the Regional agency for the prevention and protection of the environment and it’s realised thanks to the cooperation of Venice’s local organization of industries, VEGA park and other local associations.



### **VEGA in Shanghai**

On the 26th of May, 2010, the mayor of Venice has inaugurated the Venice’s pavilion of Shanghai world expo.

The city’s different institutions, local authorities and private and public subjects have decided to present, during this worldwide event, some of the most important projects that have transformed the ancient city as well as the mainland.

Regarding the mainland, VEGA is one of the most important examples of the interventions realised during the last decade. The future of Marghera and the rehabilitation of the Waterfront, of which VEGA is an important part, has been presented too.

### **Co-working in VEGA has been launched**

There are people that share the flat in order to divide the costs, people that look for someone to share the oil for a long car trip, people that look for colleagues. During the economic crisis it’s not only difficult to pay the entire rent for an office, but it’s also hard to take profit of the occasions. In a world where, generally, who has ideas has no money, is born the co-working. “A physical space where everybody may have at their disposal an internet connection, a desk, and the tools to implement its work. And, over all, where young brains and entrepreneurs may meet and exchange ideas” says VEGA director, Michele Vianello. Each co-office in VEGA costs 250 euro per month but there are different formulas of renting: it’s possible to rent the office only for one day!

VEGA it’s the first example of co-working in Italy.

## 10 years of successful operation for CERTH



The 10 years of successful operation of the Centre for Research and Technology Hellas (CERTH), was celebrated with a special event that took place at the Conference Centre of CERTH in Thermi, Thessaloniki on the 12th of June 2010.

The event was attended by government representatives, deputies of both of the Greek and European Parliament, representatives of various organisations, academics, entrepreneurs of Thessaloniki and others.

Government representatives praised CERTH's contribution and mentioned that the Centre can constitute a pole for innovation and entrepreneurship for the area of Southeastern Europe. This offers huge benefits to the economy and the society, especially through the creation of spin-off companies and the provision of services to the Greek and international industry.

For more information please visit the official site of CERTH: [www.certh.gr](http://www.certh.gr)



## SEE & MED Event

A joint event for SEE and MED Programmes & the annual event of the MED Programme will be held in Thessaloniki (Greece) coming 22<sup>nd</sup> and 23<sup>rd</sup> of September.

- The 1<sup>st</sup> day of the event refers to both MED and SEE programmes and includes two joint sessions addressing the Future perspectives of European Territorial Cooperation (1<sup>st</sup> session), while the 2<sup>nd</sup> session refers to Cooperation with Western Balkan countries.
- The 2<sup>nd</sup> day, after a state of the art of the programme implementation and foreseen coming steps, the conference will present best practices in the fields of innovation, Territorial development, environment and accessibility in the plenary session and a project exhibition.

Through the animation of two round tables on the Cooperation in the Mediterranean towards 2020, the event will bring the first reflections on the future of Cooperation for the Mediterranean and the MED space as well as on the added-value of the strategic projects for the area.

A provisional agenda as well as registration form will be soon available for download on the web site: [www.programmemed.eu](http://www.programmemed.eu)



## ■ News from West-Pannon Regional Development Company

### **The industrial park next to Mosonmagyaróvár is attracting more companies**

More and more companies are interested in the possibilities provided by the industrial park next to Mosonmagyaróvár, in the western borderregion of Hungary.

Industrial Logistic Business Park Ltd. has just finished its project focusing on the development of investment environment of local industrial park. The Industrial Logistic Business Park Ltd. supported this program with more than 198 million forint, the rest of the budget was provided from West-Pannon Operative Program.

The investor has adapted the infrastructural conditions for the enterprises' needs who show increasing interest in the park due to its very special location near the Budapest-Vienna line.



## ■ News from INOVA NOVA (new Partner in the project)

### **Taiwanese Investor began building a Factory**

Friday, April 16 2010, after laying the corner stone, a Taiwanese company, AU Optronics, launched the construction of its LCD monitor production facility located in the city's industrial park zone. A ceremony hosting almost two hundred guests was opened by the Taiwanese delegation headed by the AU Optronics Vice President - Fred Hsieh, the Minister of Economy, Ľubomír Jahnátek, and the Mayor of Trenčín, Branislav Celler.

The facility that will specialize on the production of the TFT LCD module, back light units, as well as television sets in the hi-tech area, is to be completed by the end of the year. Third largest world producer of liquid crystal monitors plans to launch full operation as early as the beginning of next year. This 191-million-Euro investment of the company based in Taiwan is to generate 3,300 new jobs. A few days ago the company AU Optronics already started the process of selecting new workers.