

EUROFFICE SERVICES



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EUROFFICE SERVICES

EOS around the world!

By Gérard Bonnes,
EOS Business Development Manager

IASP World Conference on Science and Technology Parks, Raleigh, NC, USA, June 1-4, 2009

This conference has been attended by more than 700 participants. The EOS delegation was composed of the whole WISTA Mgt led by Helge Neumann and Gérard Bonnes, representing CICOM. The WISTA Mgt booth kindly hosted the EOS marketing material, banner and flyers and allowed to make EOS more visible to our prospects. Several prospects from USA, Canada and Asia were met mainly by Helge and Gerard who are making the follow-up during the summer. Once again, the use of the available marketing material, including wearing polos has been of great help. The next IASP World Conference will take place in Daejeon, South Korea in May 2009 on the theme "Global Green Growth - G3".

Contents

| | |
|--|---|
| EOS around the world! | 1 |
| May 11 th Board Meeting | 3 |
| June 12 th Board Meeting | 4 |
| News & Events | 4 |
| Monthly video conferences | 5 |
| Press Release: 100 th anniversary of Berlin Adlershof | 6 |
| Otaniemi in Focus | 8 |
| In the next issue | 9 |



Helge and Yvonne presenting EOS



From left to right: Gérard Bonnes (CICOM), Nicole Lamboy, Helge Neumann and Yvonne Plaschnick from WISTA Management



The EOS team in action

EOS around the world!

EBN Congress, Creative Ideas & Tools for smart Entrepreneurs, Fez – Morocco, June 24–27, 2009

In Fez, several EOS members (Antipolis Innovation Campus, Barcelona Activa, CICOM, Cork BIC, EBN of course) participated to the EBN Annual Congress who was attended by several former associated members from Portugal, Spain, Lebanon, Netherlands, France. In Fez, EBN kindly accepted to host EOS on their booth, allowing the posting of the fabric banner and flyers. The contacts reactivated in Fez are being followed by Gérard. They are mainly already known contacts, but also new prospects attracted by the EOS marketing material, word of mouth or directed to EOS by EBN staff or EBN members. In addition to Europe, representatives of some interesting locations were approached i.e. Chengdu, Abou Dhabi, Russia. The next EBN annual congress will take place in Burgos, Spain in May/June 2009.



Philippe Vanrie, Director of EBN (standing) with Robert Sanders, EBN Head of European Projects



Back: Nicole Lamboy, Frédéric Daumas, Director CEEI THEOGONE Toulouse and Gérard Bonnes, EOS Business Development Manager.

Front: Juliana Garaizar, Business Development Manager AIC and Robert Sanders, EBN Head of European Projects.

May 11th Board Meeting

By Alix de Bressy, CICOM

A Board meeting took place in Sophia Antipolis on May 11th 2009. The following persons participated in the meeting: Alan Barrell, Ari Huczkowski, Helge Neuman, Michael O'Connor, Alain André and Alix de Bressy.

The Board welcomed two guests during the meeting, Michael Darch, Vice President of Ottawa Center for Research and Innovation (OCRI) and Helle Elgaard, Head of Innovation Centre of Scion DTU (Denmark – and a Full Member of EOS).

Michael Darch presented the work and organisation of OCRI (Ottawa Center for Research and Innovation). The two way benefits of membership were discussed, especially in relation to the opportunity of the whole North American Market for EOS and European companies.

Board Members were in agreement that the full participation of OCRI – should the organisation so decide, would be an excellent development for EOS and would be welcomed.

Helle Elgaard spoke of Scion DTU and the interests she and colleagues have in engaging as fully as possible in EOS. Scion DTU is one of seven Science Parks in Denmark and Sweden.

Helle gave feedback on what she and her organisation sought in joining EOS – with many of the Scion DTU companies needing support to develop internationally.

Ari Huczkowski presented an animated proposal to begin as soon as possible in a number of EOS Centres, activities based on the invitation “Do Business in..... (country to be named here)”. The events could be breakfast meetings – at which a number of pre-selected and interested companies would attend and engage with a presentation and discussion session at which an executive of another EOS member – from another country would “show and tell” of the benefits of starting there and what the EOS member in that country could offer.



From left to right : Helge Neumann, Gérard Bonnes, Mike Darch, Helle Elgaard, Alan Barrell, Ari Huczkowski and Michael O'Connor.

These meetings could be either or both “in the flesh or virtual”. They could be recorded on video and broadcasted subsequently on the EOS website.

Helge presented the **web site updates** which have been made. It was noted that the website is more “alive” with contributions from network members. All members are to continue the process of posting more news and success stories, events and information.



Helge Neumann presenting the EOS website updates

June 12th Teleconference Board Meeting

By Alix de Bressy, CICOM

The Board held another meeting on June 12th via a conference call.

The following persons participated in the meeting: Alan Barrell, Ari Huczkowski, Carolin Domann representing Helge Neumann, Michael O'Connor, Gérard Bonnes, Alain André and Alix de Bressy.

Several points were discussed such as subscription procedures and membership. Indeed, it was agreed by all, that whenever new members join the EOS network, it will be for a 12 month period. The renewal of membership will then happen 12 month later.

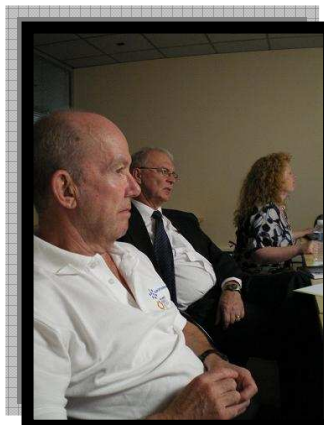
Gérard Bonnes is back with CICOM and EOS and will work as Business Development Manager for the network.

A first business breakfast will be held on July 1st in Cork on how to do business in Helsinki.

The recruitment of new members in the network is also a major issue. Several organisations from the UK, the US, Canada, the Netherlands, Portugal, or India are about to join the EOS initiative.

The next Board meeting will be held in Berlin on September 8th 2009, the day before the 100th anniversary of Berlin Adlershof.

Berlin Adlershof is holding a big celebration day on this special occasion and all EOS members are warmly welcome!



Gérard Bonnes (with Mike Darch and Helle Elgaard on the picture) is the EOS Business Development Manager

News & Events

International Medtech Symposium

University of Hertfordshire, UK

21–23 June 2009

New EOS Chairman Alan Barrell recently gave a keynote address at the International Medtech Symposium held at University of Hertfordshire in UK. Medtech is a huge sector now for supply of equipment, consumables and services. Alan can accept questions about this market from members who have a special interest.

Shaping Science Based Clusters

Wageningen, the Netherlands

24–25 September 2009

Ever since the cluster concept was introduced, it has rapidly attracted attention from governments, consultants, and academics. Many governments and industry organisations across the globe have turned to this concept as clusters enhance the capability for innovative conversion of science and technology into products, services and new business growth.

Find more news & events on the EurOffice website:

<http://www.eurooffice-services.eu/index.php?id=newsevents>

Don't hesitate to post your own news and events!

Launch of monthly video conferences to promote locations

By Eileen Moloney, CorkBIC

Video conferences are proposed to EOS full members to promote their soft landing locations to companies ready to internationalise. For synchronisation purposes, these video conferences are organised the first Wednesday of each month, starting on September 2nd 2009.

Full members willing to attract foreign companies to their places can contact Alix de Bressy to plan their video conferences.

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On Wednesday 1st July Cork BIC in Ireland and its Finnish partner Technopolis Ventures hosted a breakfast videoconference to explore business opportunities for Cork BIC High Tech client companies in the Helsinki region. The focus was mobile and wireless and the sectoral applications.



Companies from CORK attending the video conference

Participating in Cork

Michael O'Connor CEO at Cork BIC, Eileen Moloney & Neil Gordon Senior Consultants at Cork BIC along with 12 clients representing 9 companies – all High Tech SMEs seeking partnerships, alliances or access to customers in Finland. 4 out of the 9 companies have already raised early stage finance.

Participating in Finland

Ari Huczowski, CEO at Otaniemi Marketing, Mikko Kaarela, Business Development Advisor at Technopolis Ventures, Leigh Ewin, Project Executive at Otaniemi Marketing, Ismo Rantala, Managing Director at Finnish Mobile Association and Gian-Luca Cioletti, Forum Nokia EMEA.

Objectives

- Introduce Technopolis Ventures, the people, the location/business campus, what they do, and their access industry networks

- Understand Technopolis' relationship with key players in Finnish high-tech sector (eg Nokia Group and Nokia-Siemens and other clusters)
- Give organizations in Cork a chance to introduce and profile themselves and ask questions about building alliances or entering the Finnish market
- Ultimately bring a few Cork companies to Helsinki for focused customer/partner meetings – over the coming months.

There was a frank and open discussion on the opportunities in Finland and a high level of energy in the boardroom. It is hoped that this link up is the first of many with this and other Centres of Excellence around the globe.

As one Cork BIC client (Con Cremin of Mingoa) commented *“This Cork / Helsinki link provides us with a real and tangible opportunity to partner with companies in Finland and find potential customers in an efficient and low-cost way”*

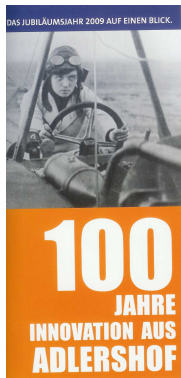
Agenda

- 0830: Introduction to the parties Cork BIC & Technopolis Ventures
- 0840: Round table introduction of Helsinki advisors and clients
- 0850: Round table introduction of Cork client companies
- 0905: Key players in Helsinki high tech sector and what they do
- 0925: Otaniemi Science Park and businesses
- 0935: Q&A from Cork
- 0945: Access to key players in Helsinki (how to)
- 0955: Next steps and wrap up
- 1000: Close



Press Release

By Helge Neumann, WISTA Management



100 years of innovation in Adlershof!

In 2009 Berlin–Adlershof, the City of Science, Technology, and Media, celebrates a history of 100 years in innovation.

It started on 26th September 1909 with the first motorized flight in Germany on the airfield Johannisthal–Adlershof. German aviation history is intricately connected with Berlin–Adlershof (see link to 100 years DLR). Starting in 1947 the site developed into the top location for natural sciences of the former academy of sciences of the GDR.

Today, Berlin Adlershof is one of the most successful high–tech locations in Germany. Embedded in an overall urban development concept, this integrated Science, Business and Media location has been growing on an area of 4.2 km² since 1991.

At the core of the concept is a [Science and Technology Park with 413 companies](#), twelve [non–university research institutes](#) and six scientific institutes of the [Humboldt University in Berlin](#). Some 7,000 people work here plus another 6,600 students. The companies and the non–university scientific institutes focus on:

- [Photonics and optical technologies](#),
- [Material and Microsystems technology](#),
- [Information and media technology](#),
- [Environmental, biological and energy technology](#).

Besides this, with 145 industry representatives, Adlershof is also the most important [centre for media](#) in Berlin. In close proximity to science and technology there is a complex of 217 companies, shops, hotels, restaurants, 66 hectares of landscaped park and 380 private homes. Altogether, Adlershof is the workplace of 13,500 people.

Entrepreneurs and scientists in Berlin–Adlershof make ample use of many synergies which arise from the possibility of close, interdisciplinary collaboration – a speciality of Adlershof. This includes more than 400 small, innovative commercial enterprises forming the basis of the Adlershof success story, which turns out to be a motor for economic growth in the whole region. Adlershof is a node in a multitude of networks for national and international co–operation.

On 9th September 2009, Adlershof will host a special Benchmark Seminar.

This Seminar is a joint initiative of

- WISTA–MANAGEMENT, the Science Park Management Company, together with
- IASP, the International Association of Science Parks,
- BaSIC project, an EU co–funded Baltic Metropolises initiative of the 10 Baltic Sea area capitals to promote and support internationalisation of innovative SME and
- Our New EOS network of incubators and Science Parks

The seminar focus will be on discussion of:

” **Science parks – a model to create knowledge based sustainable growth**”.

First part of the event will be a workshop to describe and discuss criteria to measure good practice of Science parks to support fast growing SME and to install instruments and tools helping innovative SME to internationalize their business.

First part of the event will be a workshop with a particular focus on following topics:

- a. What are significant growth criteria for STP in different regions (transfer; founders climate; external networking; park management)
- b. Selection of most relevant growth criteria to control innovative SME development
- c. Presentation of good practice
- d. Discussion and selection of relevant company related instruments and services
- e. Creation of regional Market Access points (MAP) and their international networking – a toolset for creating seamless cooperation – an initiative of the the Baltic Sea Archipelago of innovation
- f. NEW EOS/Global Growth Network – a service network of incubators and HighTech environments to open international markets
- g. Discussion of opportunities for closer international networking of incubators and STP
- h. Discussion of relevant and transferable instruments for valuable support of innovative SME in STP

- **Keynote:** Science parks as engines for regional growth – The Example Adlershof, **Klaus F. Zimmermann, President DIW Berlin (requested)**
- **Keynote:** Networking of Science Parks for sustainable knowledge based economic development, **Prof. Alan Barrell, Cambridge**
- **Key note:** Eco Innovation – an outlook, **IASP Luis Sanz, Director General IASP/Rick Weddle, IASP/US Division and RTP (requested)**

For more information, please contact:

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The second part of the meeting will be a **ceremonial colloquium:**

Science parks –valuable instruments for knowledge based economic growth – Overviews on the impact of Science parks to regional economy and results of the international workshop

- 100 years innovation from Adlershof – time lapses and loops, **Hardy R. Schmitz, CEO WISTA–MG**

Otaniemi in Focus

By Ari Huczkowski, CEO, Otaniemi Marketing

Otaniemi – an area twice recognized with the Award of Excellence for Innovative Regions by the European Commission is the toughest, brightest and innovation-packed technology hub anywhere north of Berlin (where you find our dear partner Berlin Adlershof) in Europe.

What makes this 4 square kilometer area with its 16000 university students, 16000 hi-tech employees (including 5000 researchers) and more than 600 companies the recognized world innovation hotspot it is nowadays (ref. Harvard Business Review March 2009, The Economist Intelligence Unit April 2009)?

It's the positive circle – or should we say positive cyclone – that has started whirling the triple helix faster and faster. Open Innovation theories of Berkeley professor Henry Chesbrough are brought to life in Otaniemi in places like Design Factory (www.aaltodesignfactory.fi) and projects like Innovation Mill (see article elsewhere in this newsletter). It's Chinese ICT giants like ZTE (www.zte.com.cn) and Huawei (www.huawei.com) opening offices here within last half a year. It's the opening of Philips Innohub (www.otaniemi.fi/attachments/philipsinnohub_15062008.pdf).

It's also about development programs such as Otaniemi Microclustering (<http://omc.otaniemi.fi>) and its microclusters like FinnMob (<http://www.helsinkitimes.fi/htimes/business/6355-finnish-mobile-association-begins-operations.html> & www.finnmob.com).

So even in this financial climate we are mostly unaffected by this – Aalto University is probably the ONLY university in the world right now where its resources are growing fast – as a matter of fact, Aalto's resource's are about 600 million

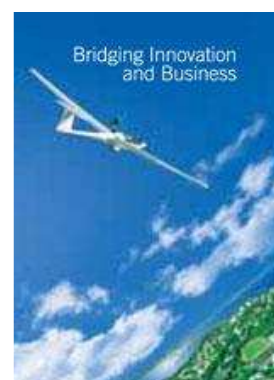


euros bigger than the three merging universities combined resources before! VTT Research Institute had her record breaking year last year Otaniemien hi-tech startup companies had a record breaking year in raising risk capital in 2008 – and guess what, Otaniemien startups have raised MORE risk capital during January – April 2009 than a year before!

If your technology hub has fast growing technology companies in mobile & wireless, nanotech, microsystems or future energy technologies – they will find fascinating possibilities in Otaniemi. With the New EOS network and services we have everything ready for them. OUR companies likewise are keen to learn about YOUR technohub and its possibilities for them.

So – instead of boasting and planning – let's start DOING things. We're ready. Are you?

For more information on Otaniemi, please contact:



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In the next issue:

- **Management Board** on September 8th 2009 in Berlin Adlershof
- 100th Anniversary of **Berlin Adlershof**
- Agenda of the **video conferences**
- Recruitment of **New Members**
- **EOS Success Stories**
- **EOS Annual Conference**
in Sophia Antipolis, in November 2009,
with matchmaking appointments for
SMEs ready to internationalise!