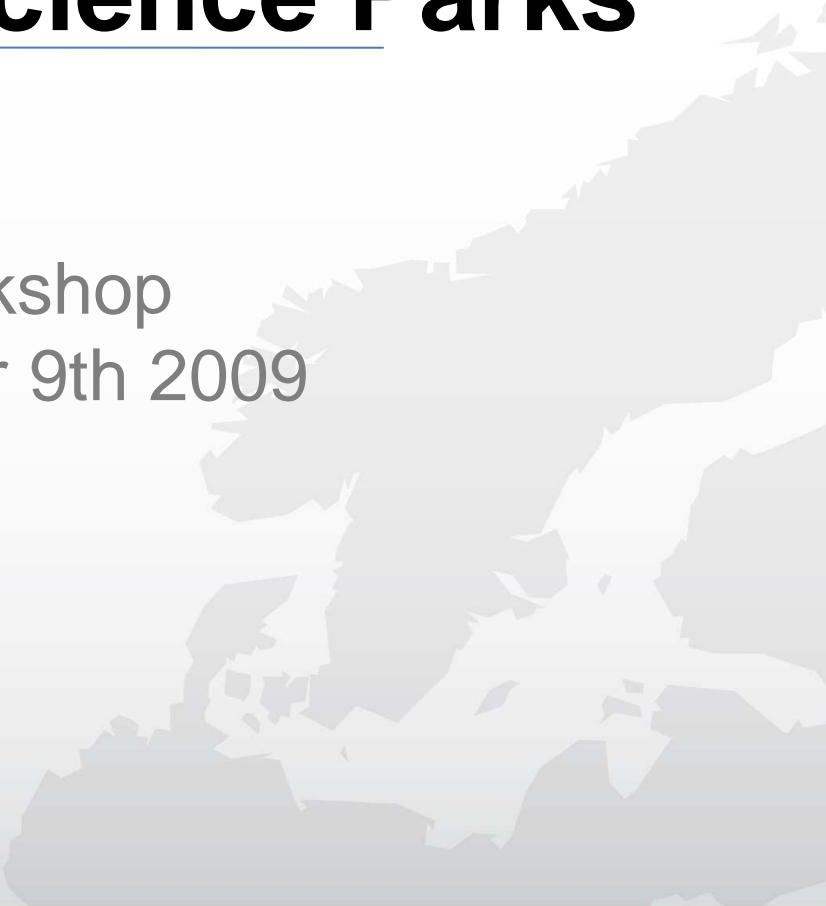


Workshop: Measuring Performance of Science Parks

A BaSIC workshop
Berlin, September 9th 2009



Workshop: Measuring Performance of Science Parks

A BaSIC workshop with support of IASP
Berlin, September 9th 2009

Agenda

12.00 Welcome and introduction

12.30 Relevant methods to benchmark and characterize STP
(Luis Sanz, Director General IASP)

- 12.30 Approach for Strategic Orientation (Luis Sanz) (15' + 10' disc.)
- 12.55 BaSIC/Balt Metropolises Approach (Hardy R. Schmitz) (15' + 10)
- 13.20 Approaches to measuring performance (Felix Hahn) (10')

13.30 Coffee Break

13.45 Tools to support innovative SME to access international markets (Moderation: Kimmo Heinonen, Culminatum Innovation Oy, Helsinki)

- Best Practice: Services in Otaniemi for Innovative Finnish and Foreign Companies“
(Ari Huczowski, Otaniemi Marketing, Helsinki)
- Customer services for BaSiC network; Selection of Market Access Points
(Pertti Vuorela, Culminatum Innovation Oy, Helsinki)
- Business growth initiatives in Barcelona - Best Practice Case
(Yolanda Perez, Barcelona Activa, Barcelona)
- New EOS – a service network of incubators and high-tech environments to open up international markets
(Yvonne Plaschnick, WISTA-MANAGEMENT GMBH, Berlin)

15.15 Opportunities for closer cooperation & twinning
(Moderation: Franz Thun, City of Warsaw, Warsaw)

- Setting up a Technology Park in Riga,
(Rihards Zarins, Riga Technical University, Riga)
- Sunrise Valley
(Andrius Bagdonas, Sunrise Valley, Vilnius)
- Technology Park in Warsaw,
(Monika Dabrowska, City of Warsaw, Warsaw)

15:45 Results
(Helge Neumann, WISTA-MANAGEMENT GMBH, Berlin)

16:15 Coffee Break

16.30 Ceremonial Colloquium

19.00 Dinner

This Is Our Team

Hardy R. Schmitz

Peter Strunk

Yvonne Plaschnick

Valentina Gorny

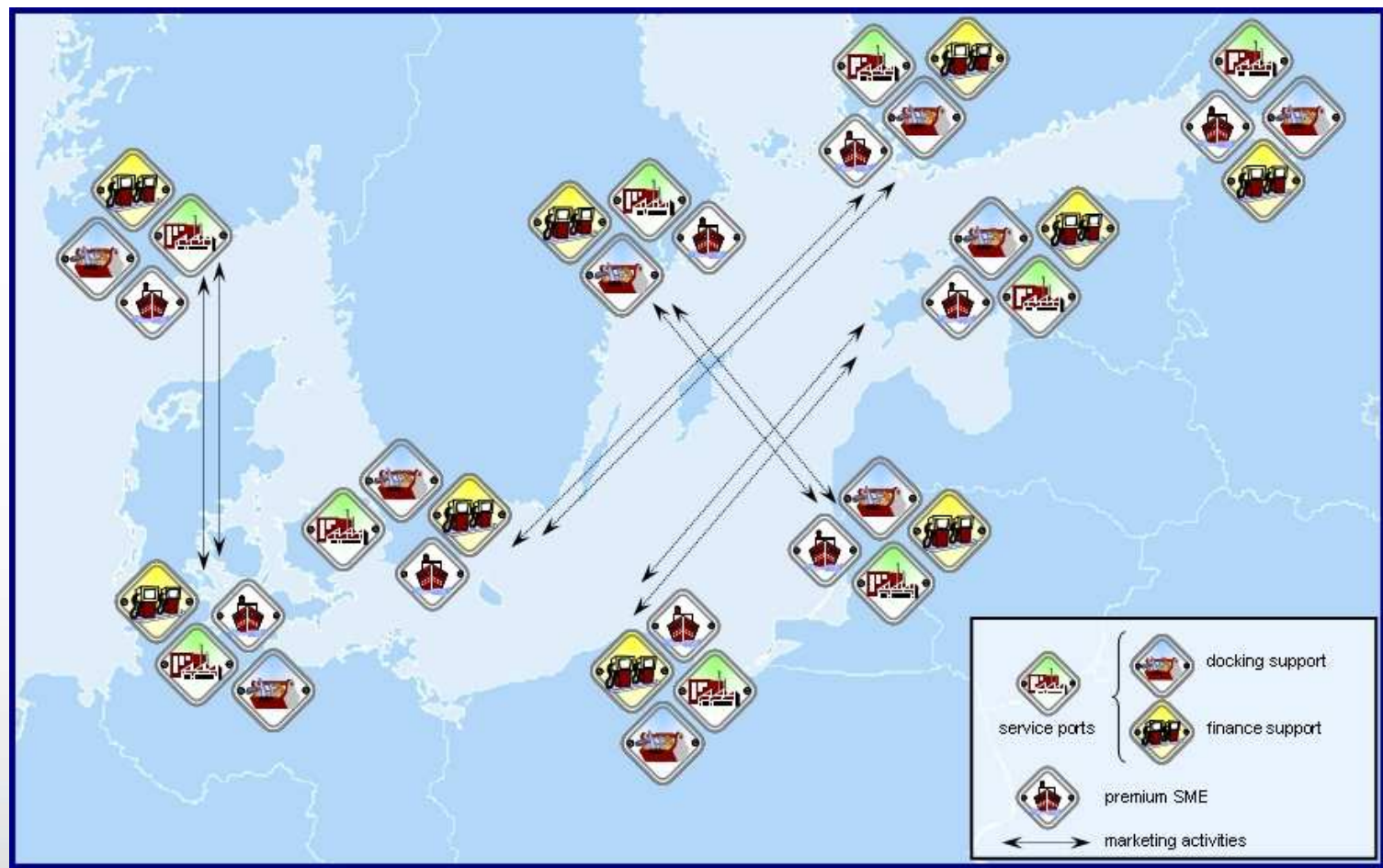
Carolin Domann

Silvana Schneider

Felix Hahn



BaSIC at a Glance



Focus

- Create visible, seamless, homogeneous working conditions for SME all over BSR
- Embedded in a reliable network of leading clusters and Science Parks
- Identify, select, train, coach fast growth SME
- Provide harmonized access to markets (players, market leaders)
- Connect SME for accessing to finance
- Guarantee sustainability by active support through City administrations
- Networking and partnering in best services and infrastructure in parks & business incubators

What we have promised to do

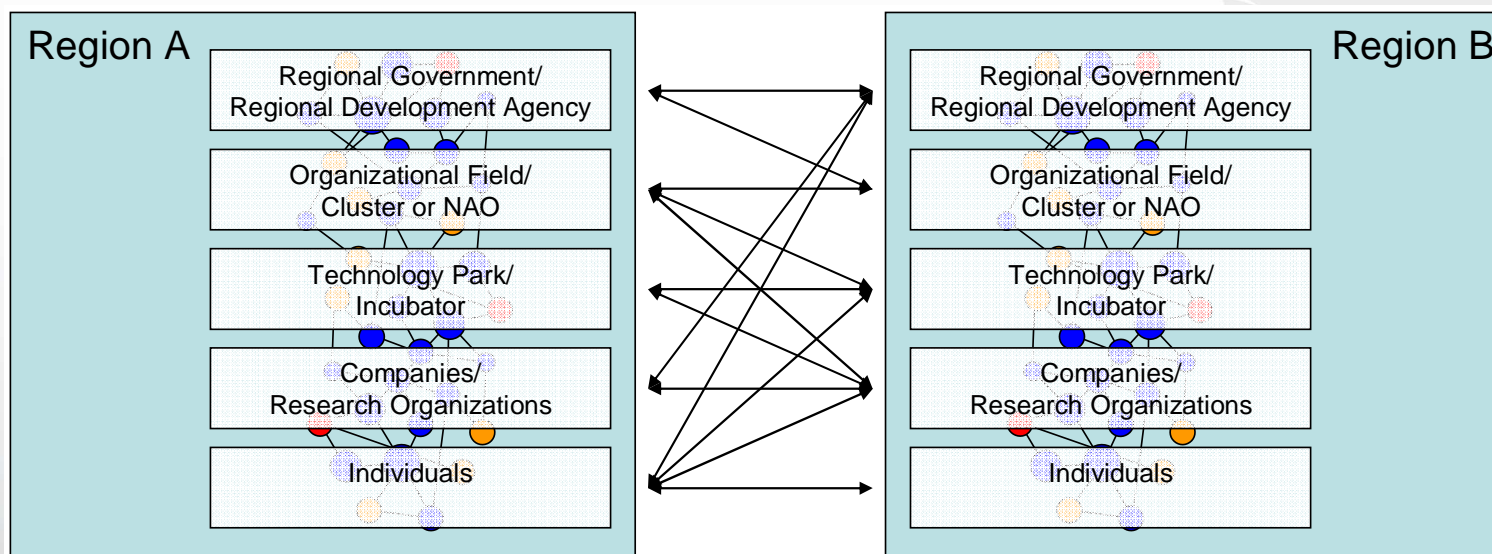
- (Min) 30 companies served with BaSIC
- 9 (+1) Market Access Points (MAP) established
- 3 events in cluster cooperation (brokerages: companies, research...)
- 3 training courses (incl. manual)
- 4 road shows (Riga, Oslo, Petersburg, Brussels)
- Marketing calendar for Baltic Sea Area (BSR) on innovation activities
- Policy recommendations for Baltic Sea - Archipelago of Innovation
- 3x twinning of Metropolitan Parks (progressed and in progress)

Deliverables this Year

Meeting plan BsSIC, Year 1												
	Jan09											
WP/Months	1	2	3	4	5	6	7	8	9	10	11	12
Location	BER		HEL			RIG			BER			STO
	Kick off											
WP1	MB		MB			MB			MB			MB
WP2						Roadshow						
						RIGA						
WP3									1Training SME-Trainer			1. SME Training
				Selection of SME for intrnationalization								
WP4												
				International cooperation SME between clusters in BSR								
WP5									BM-Conf			
WP6	MAP-conf		MAP conf						MAP conf			
WP7	Steering group											
				Monitoring				Monitoring				

Science Parks - regional development & cooperation

Technology parks are present in **all the Baltic Metropolises regions**. They **provide infrastructure and services** to local companies, research organizations to **access other regional markets** or clusters (BMI Report Berlin, 2007)



BaSIC – integrated territorial approach

BaSIC helps to overcome disparities between regions, to build knowledge based innovative growth regions between well networked BSR partners. Related partnership agreements for improving innovation infrastructure between developed and developing regions will ... be signed.

BaSIC – integrated territorial approach

Support of regional plans for innovation infrastructures including components

- Finance (funds, programs)
- Technology profile
- Park infrastructure
- Quality of the region
- Regional environment
- International networking and cooperation
- Internal networks and platforms / transfer
- Park management structure Marketing of science parks
- Founders climate
- Company related services
- Communication
- Acquisition

12.30 Relevant methods to benchmark and characterize STP (Moderation: Luis Sanz, Director General IASP)

12.30 Approach for Strategic Orientation (Luis Sanz) (15'+ 10' disc.)

12.55 BaSIC/Balt Metropolises Approach (Hardy R. Schmitz) (15' + 10)

13.20 Spotting: other approaches (Felix Hahn) (10')

Here we go!

