





Introducing the project results concerning the common regional strategic planning

Szeged, 10/12/2012











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1. About the project

- Importance of innovation strategy
- Regional level of innovation
- Strategic planning and cooperation
- Assessing cross-border innovational relations











2. Methodology

Survey

- Target group: innovative enterprises and organisations with intellectual property rights
- More than 100 full-filled quiestionnaire
- Parts:
 - 1) Sources of innovation;
 - Obstacles of innovation;
 - Financing of innovation;
 - Cooperation in innovation;
 - 5) Decision-making in innovation.





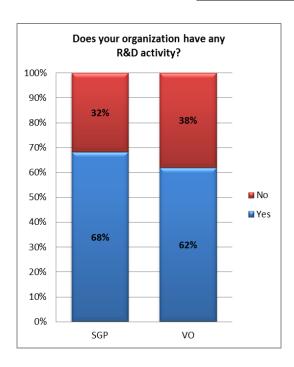






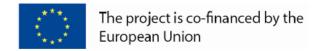
3. Comparison

1) Sources of innovation



Key technology areas of R&D activity:

- Hungary: life sciences and biotechnology (26%)
- **Serbia**: information and communication technology (24%), life sciences and biotechnology (19%)

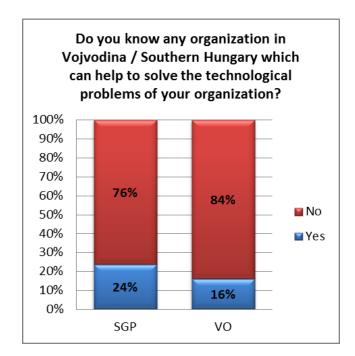


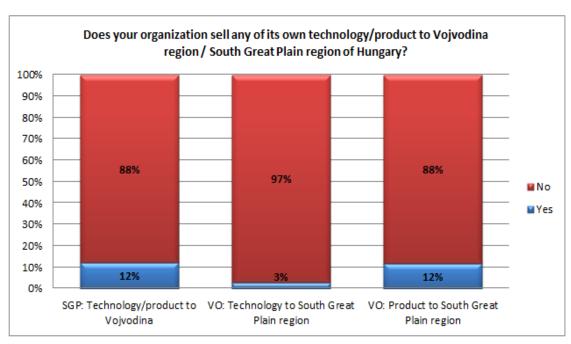












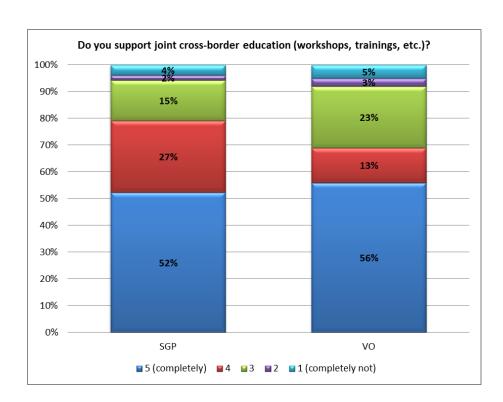


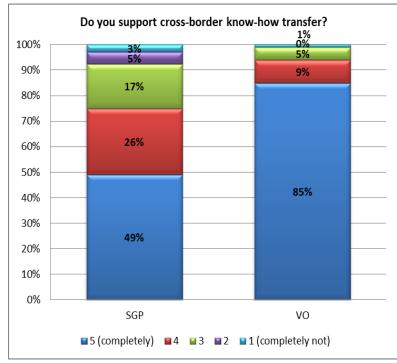






















2) Obstacles of innovation

- Comparative analysis is not possible
- Main factors are the lack of
 - Information
 - Capital
 - Adequate support
 - Trust
- Accession to EU



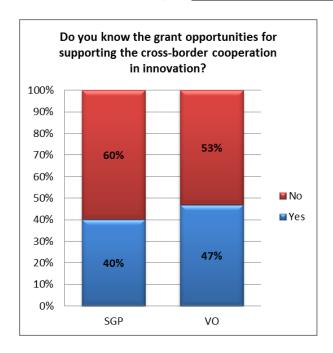


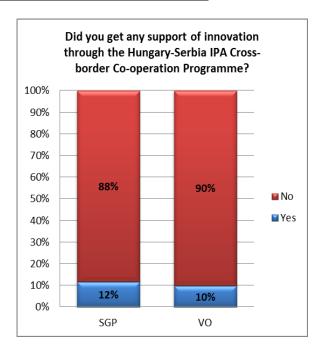






3) Financing of innovation





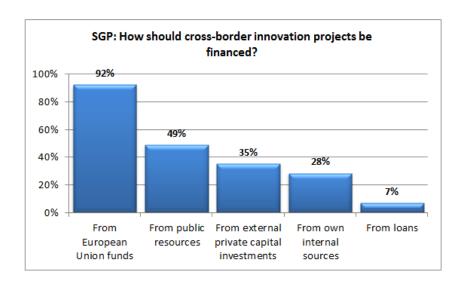


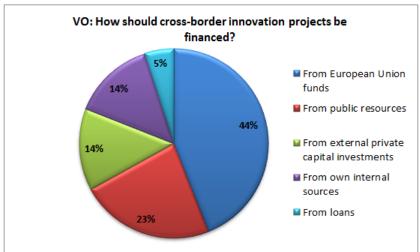














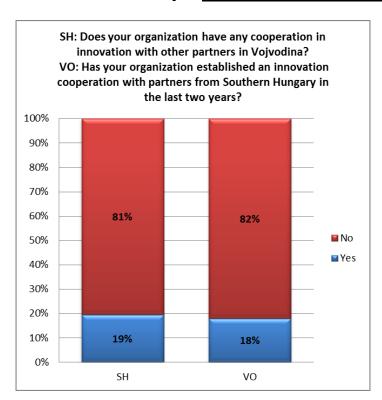


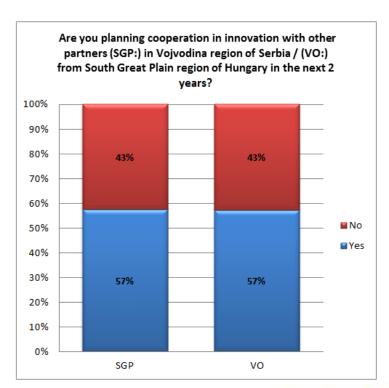






4) Cooperation in innovation





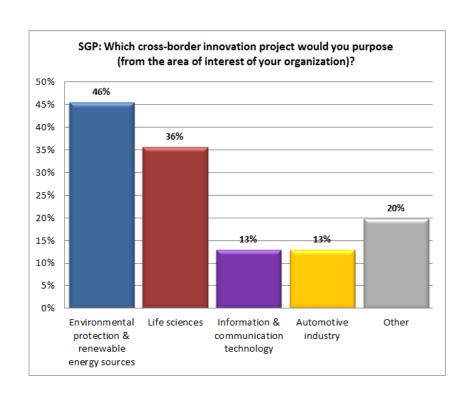


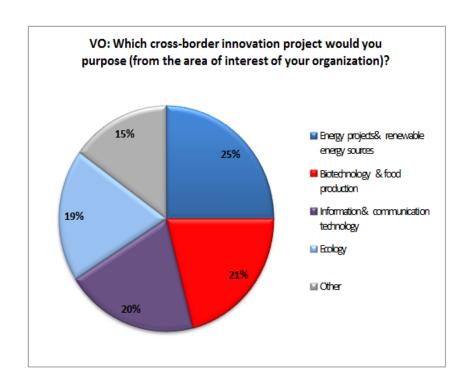












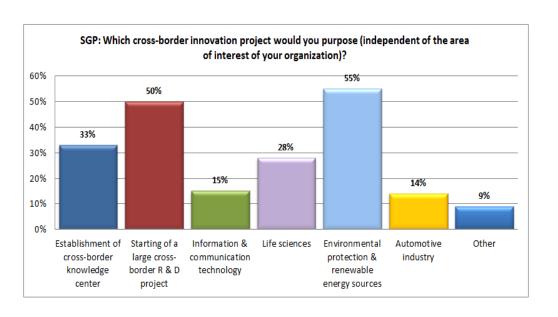


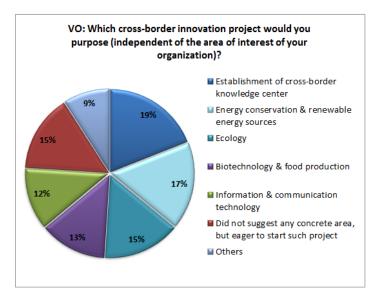










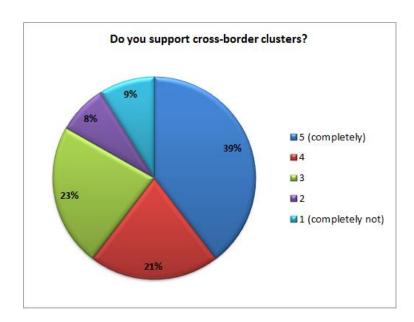


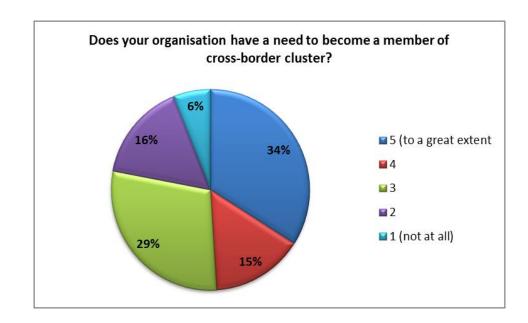














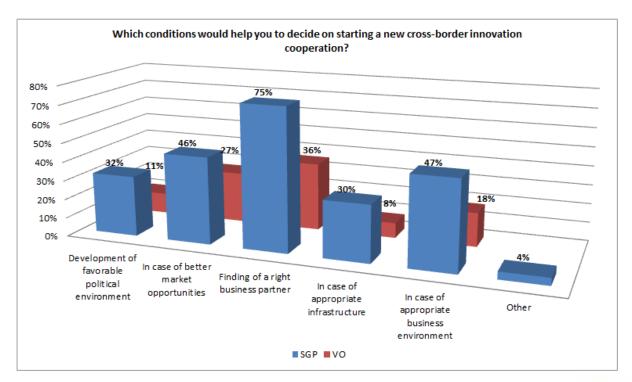








5) Decision-making in innovation



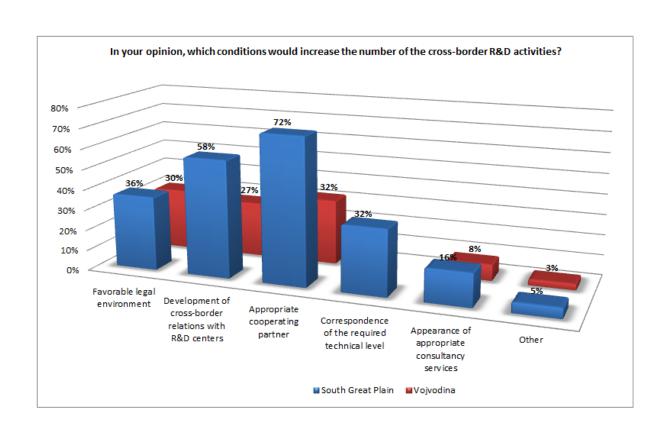






















IPA Cross-border Co-operation Programme

Strengths

- -Geographical connections, similarity of climate and topography of the regions
- Strong cultural and historical connections
- Necessity for using innovation processes for regional development
- Appearance of start ups with high growth potential which have found niche market (born global" attitude)
- Overlap of the research areas
- Presence of qualified researchers in both regions

Weaknesses

- -The innovation level of both regions is very low (according to OECD innovation indicators)
- Insufficent political support
- Lack of cross-border institutions and organisations which support innovation processes
- Lack of database including innovation potential of both regions
- Lack of mutual contacts among innovation processes participants
- The Republic of Serbia is not a member of the
- Lack of services which support cross-border innovation projects

Opportunities

- Strengthening of the R&D and innovation friendly atmosphere in the economic and regulatory environment
- Geographical and climate preconditions to develop economies relying on each other (furtile soil, rivers, spas...)
- Partial compatibility of economies with possibilities to organise in clusters
- Formation of multidisciplinary development
- Establishment of R&D and certification laboratories
- Creation of the instruments for effective incubation (e.g. tech shop, open lab)

Threats

- -Lack of cross-border innovation fund
- Absence of joint innovation strategy and establishment of joint bodies for its implementation and correction
- Concrete and visible political support
- Competitiveness between the regions rather than cooperation
- Low level of the R&D and innovation demand
- International, interregional and intersector digital gap remains











4. Goals

- Vision: developed and knowledge based regions with common innovation activities
- Mission: improving the cross-border innovation activities and performance

Priorities

- Establishment and improvement of the conditionality of the cross-border innovation activities
- Enhancement and improvement of competitiveness of the regional enterprises
- Encouragement of the innovative enterprises to build up crossborder relations and enhancement of the existing cooperations











THANK YOU FOR YOUR ATTENTION!

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