

Introducing the project results concerning the common regional strategic planning

Szeged, 10/12/2012



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Contents

1. About the project
2. Methodology
3. Comparison
4. Goals



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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**



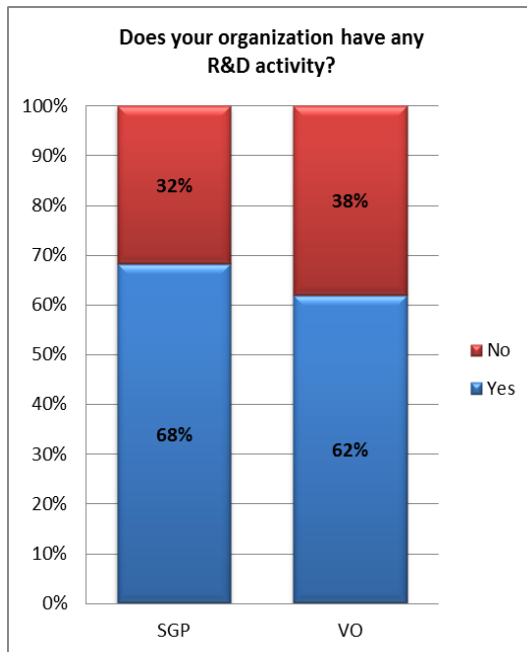
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2. Methodology

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

3. Comparison

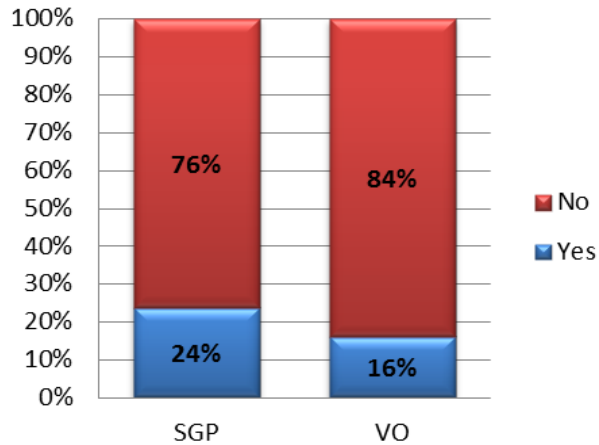
1) Sources of innovation



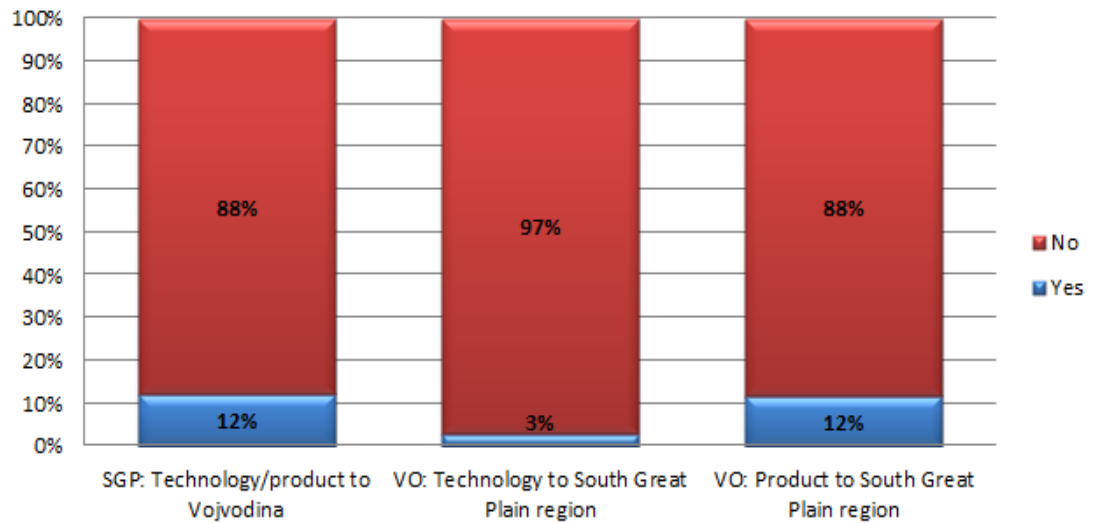
Key technology areas of R&D activity:

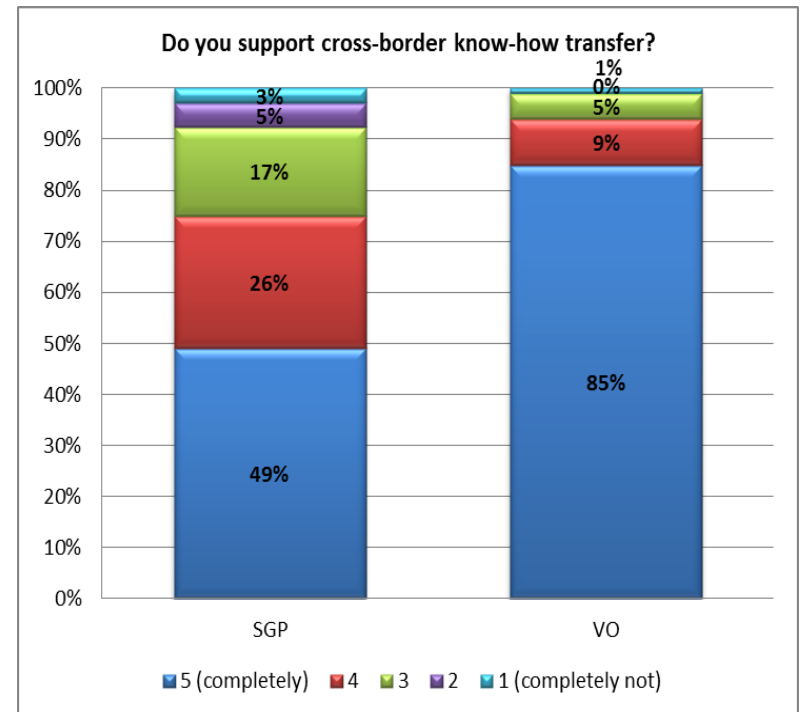
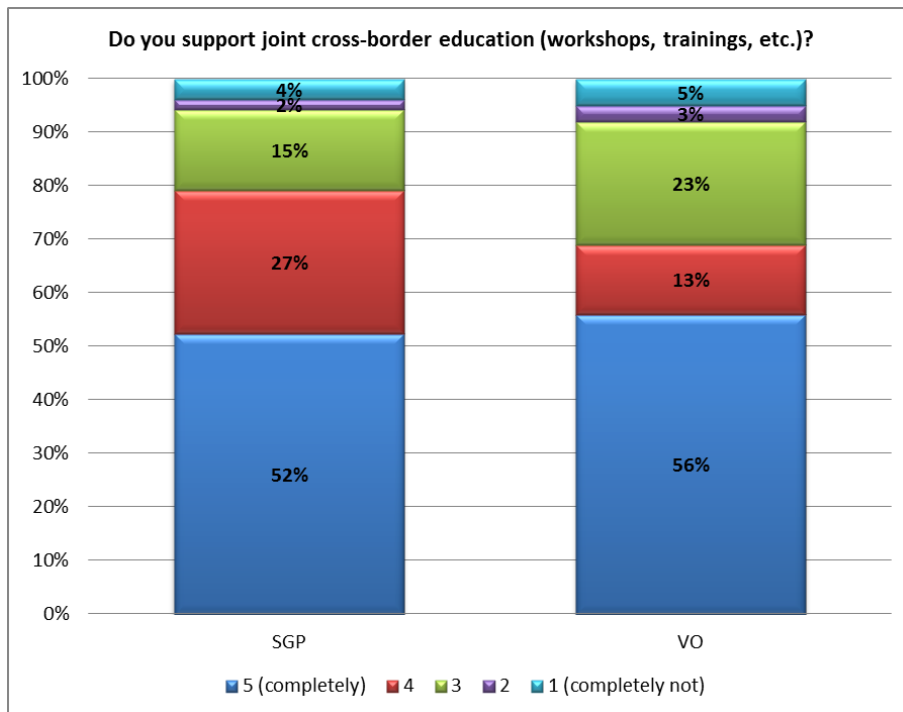
- **Hungary:** life sciences and biotechnology (26%)
- **Serbia:** information and communication technology (24%), life sciences and biotechnology (19%)

Do you know any organization in Vojvodina / Southern Hungary which can help to solve the technological problems of your organization?



Does your organization sell any of its own technology/product to Vojvodina region / South Great Plain region of Hungary?





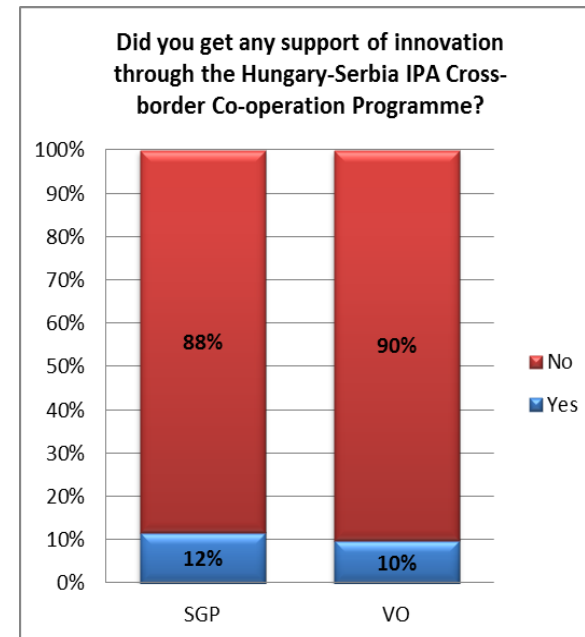
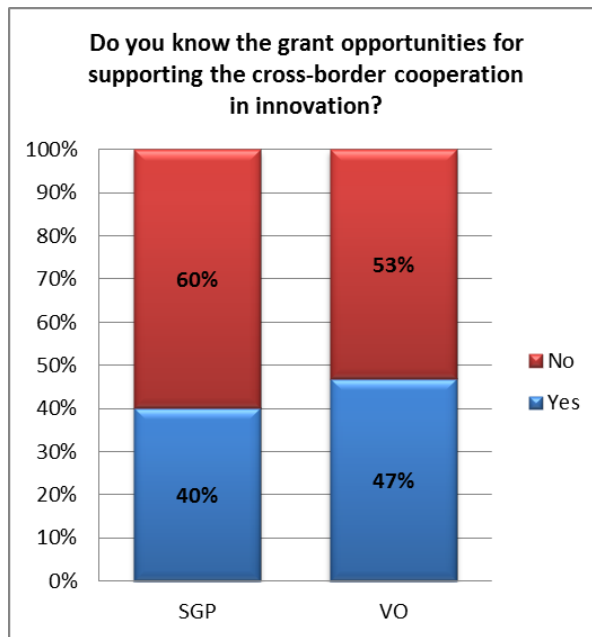
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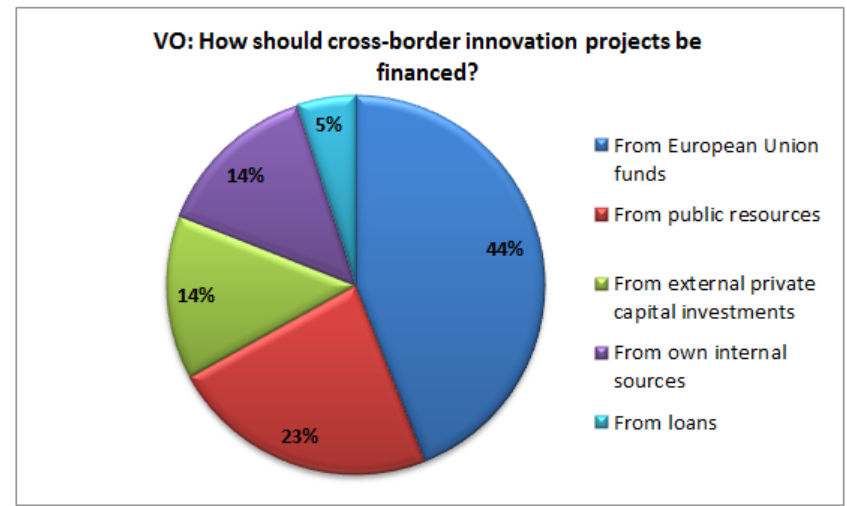
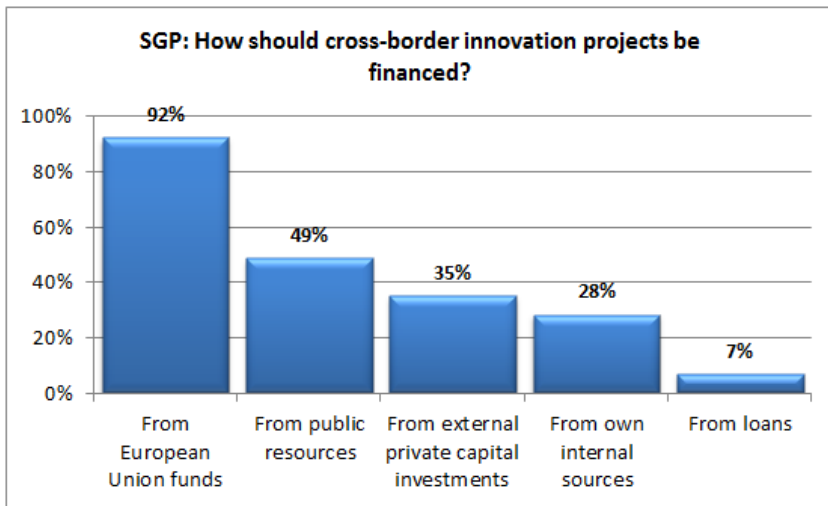
2) Obstacles of innovation

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



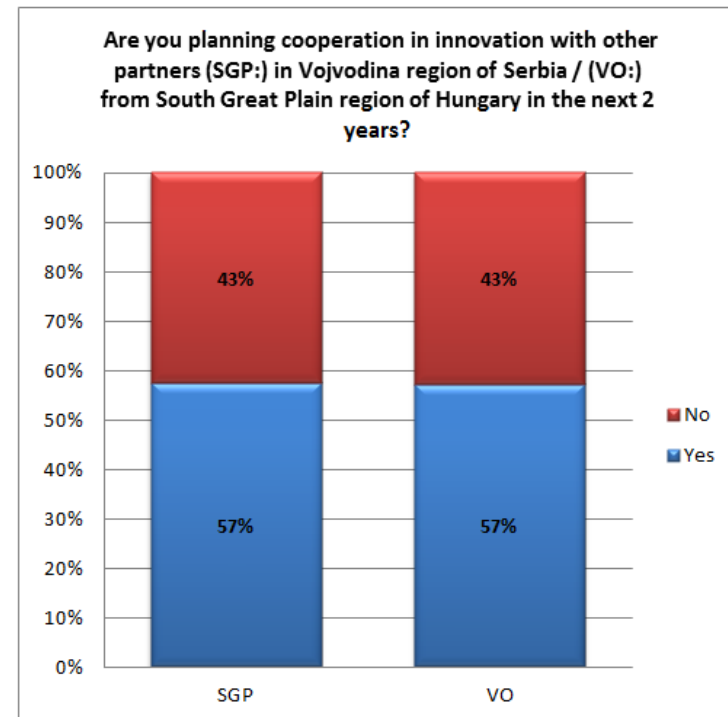
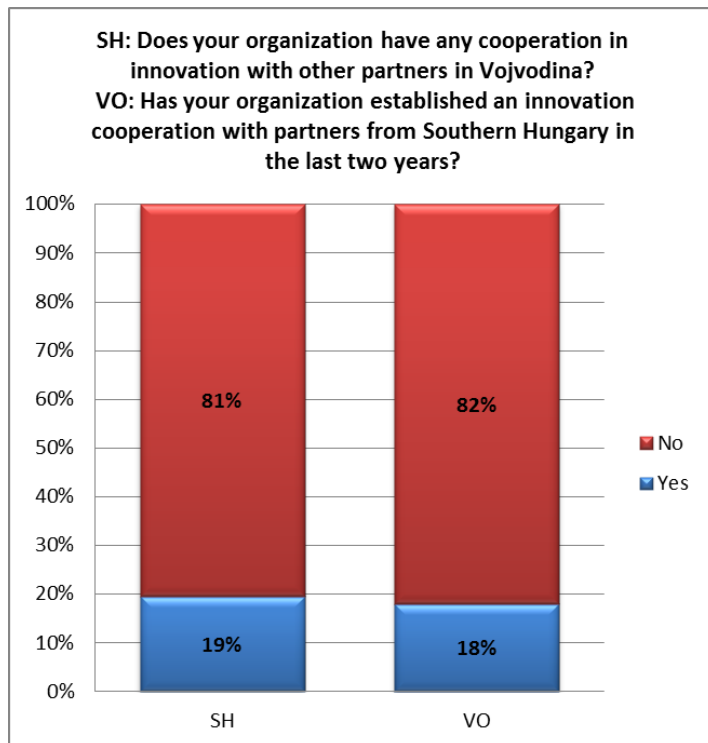
3) Financing of innovation

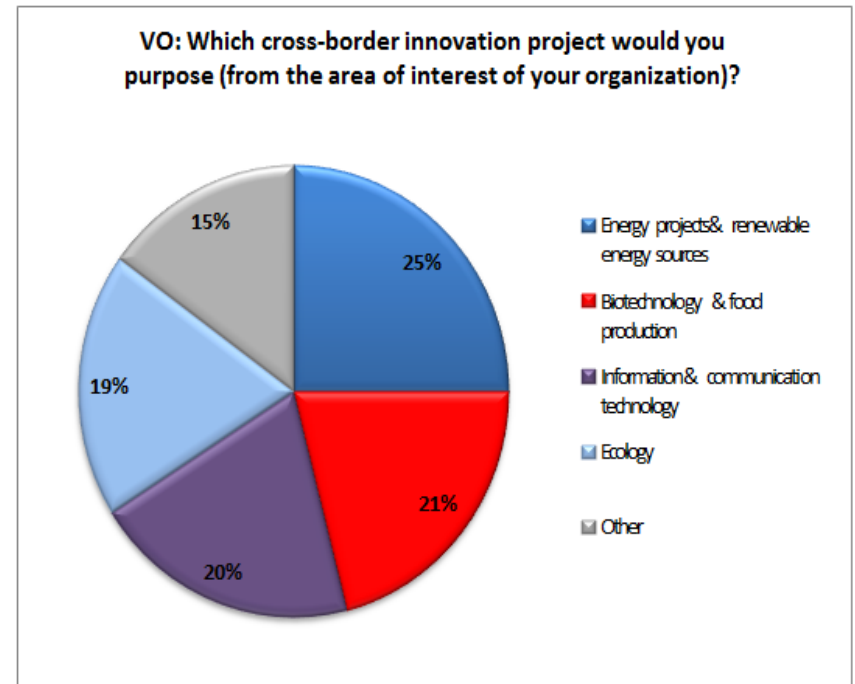
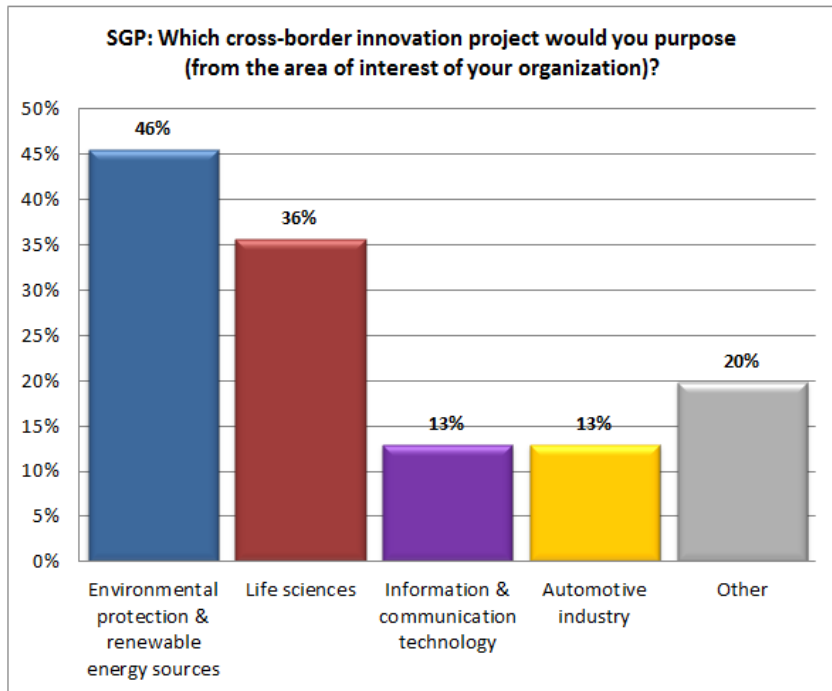




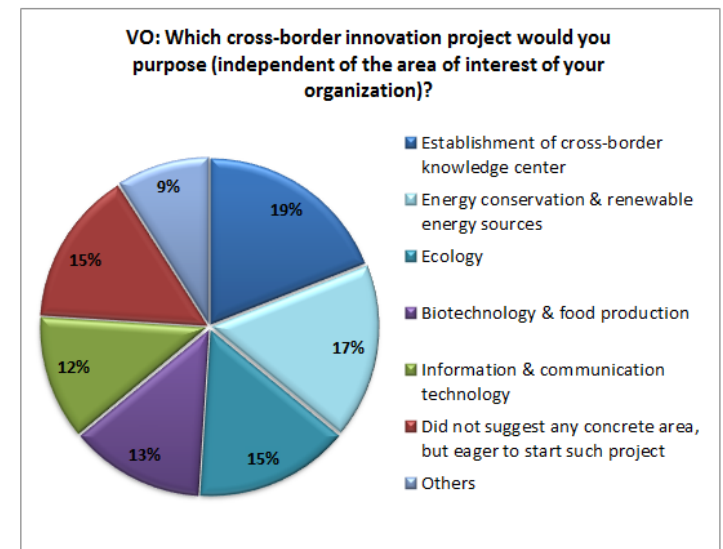
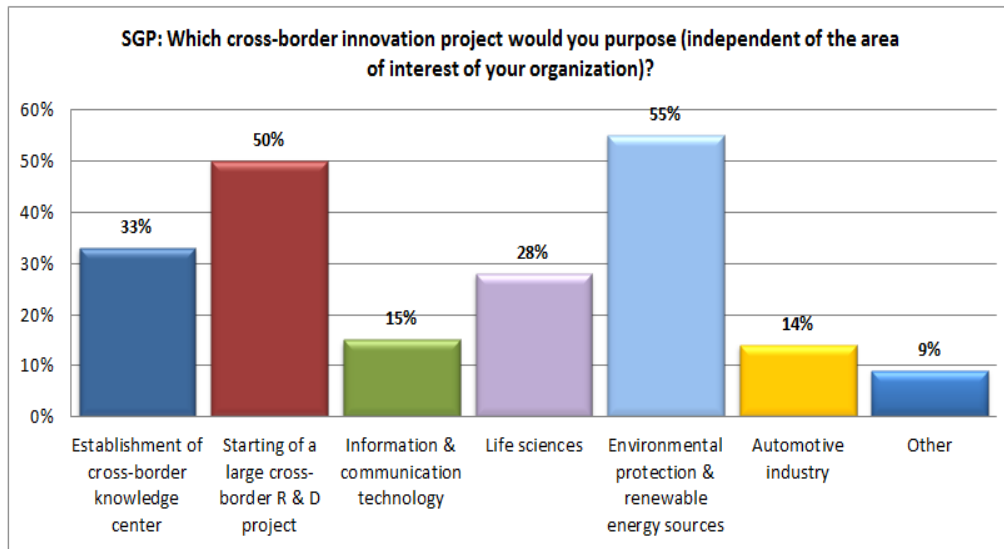
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4) Cooperation in innovation



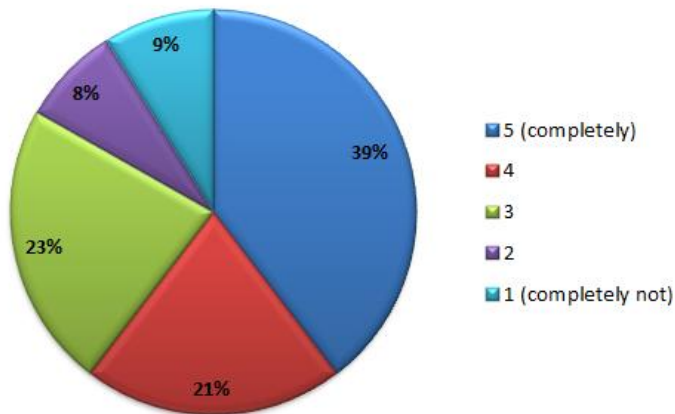


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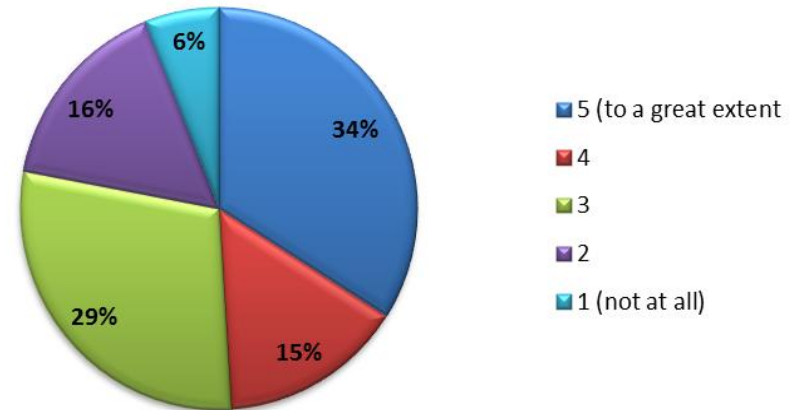


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Do you support cross-border clusters?

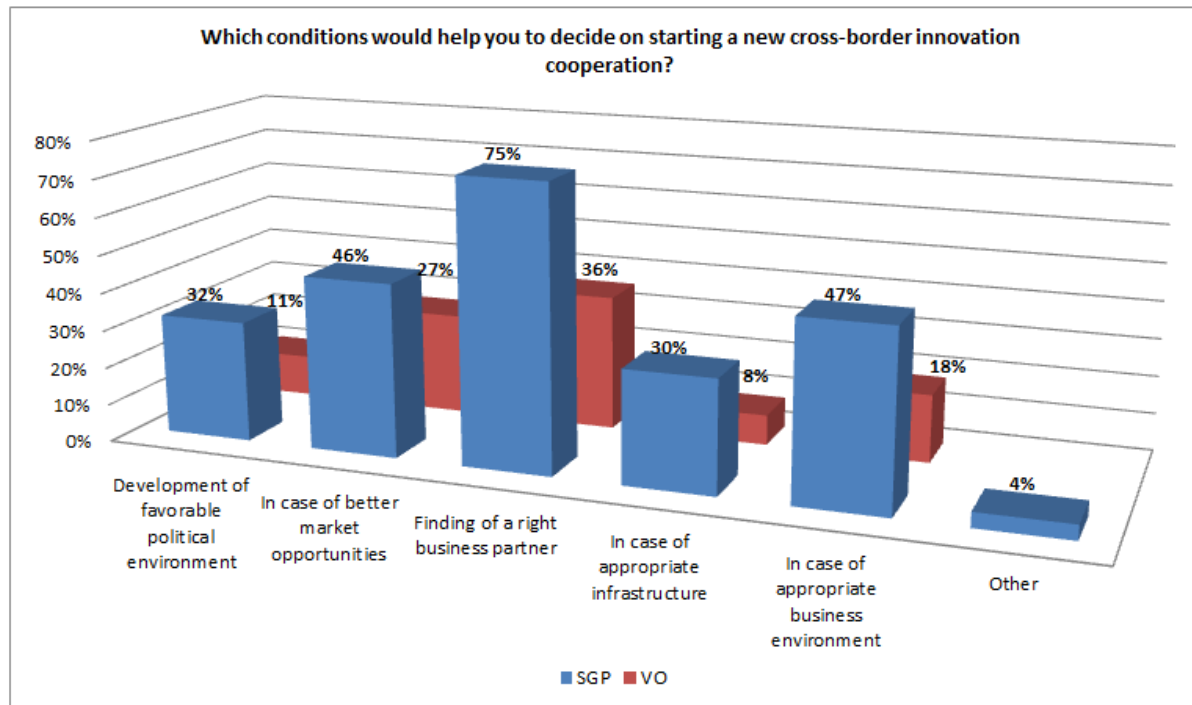


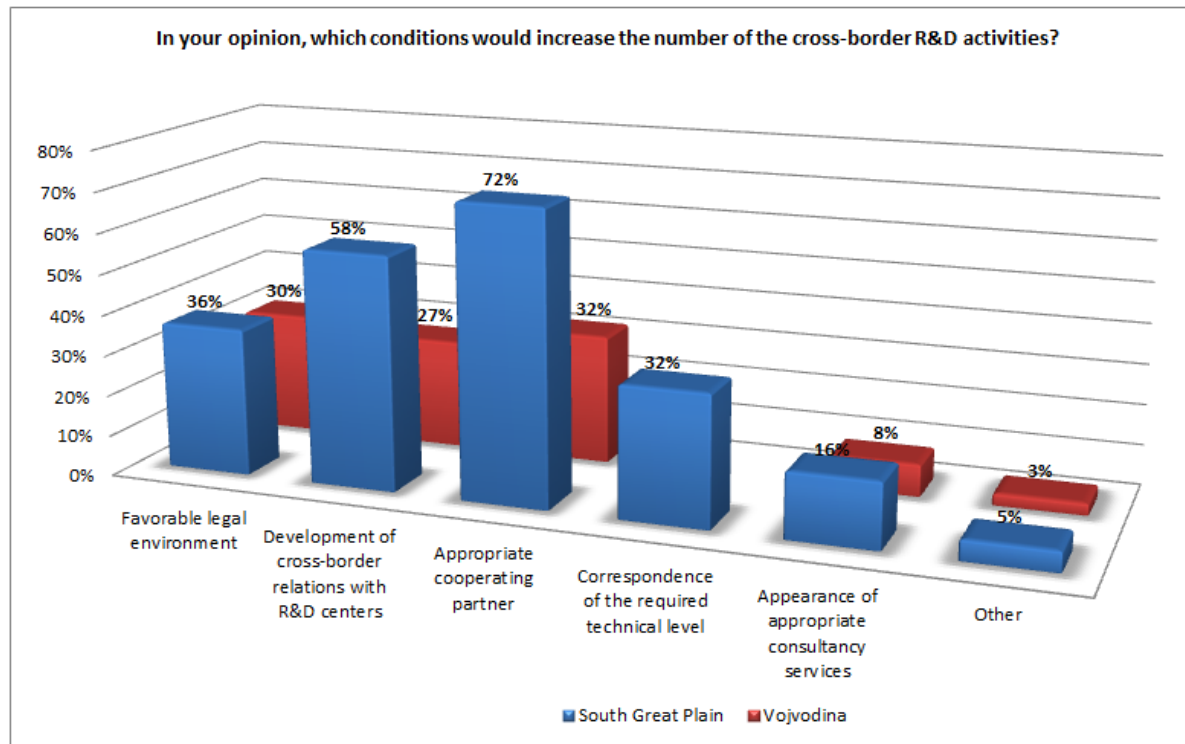
Does your organisation have a need to become a member of cross-border cluster?



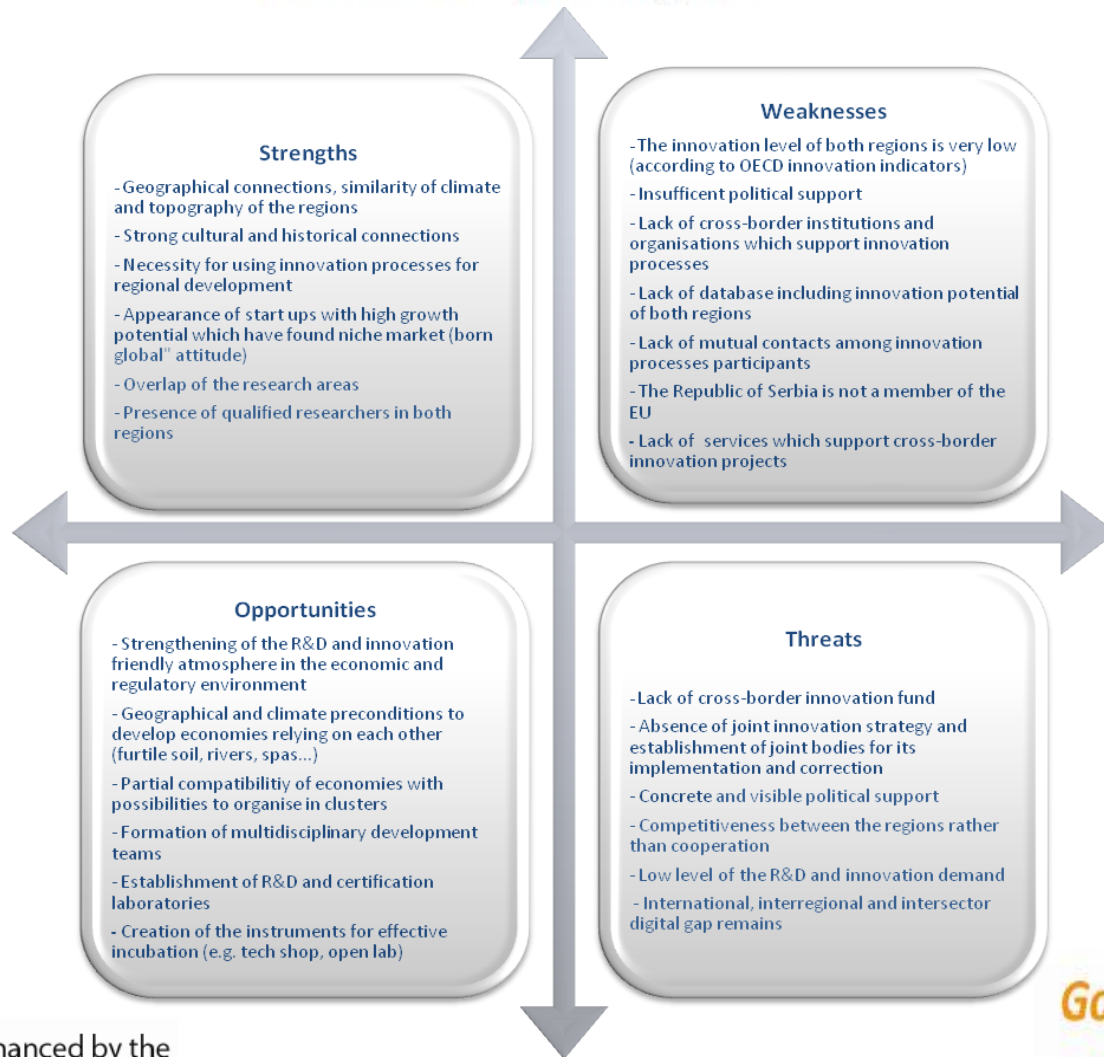
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5) Decision-making in innovation





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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 cross-border relations and enhancement of the existing cooperations

THANK YOU FOR YOUR ATTENTION!

Dr. István Molnár
Senior consultant, patent attorney
RIA-SGP APU

E-mail: molnar.istvan@darinno.hu
Web: www.darinno.hu
Tel: + 36 62 549-500



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