



**EUROCHAMBRES**

The Association of European Chambers of Commerce and Industry



## **Putting Innovation on the agenda: policies and practice in the EU**

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# Policy Background

- October 2010: The EC presents the "Innovation Union". Strategic approach to Innovation and broader definition
- February 2011, the EC presents a Green Paper. major changes to EU research and innovation funding to make participation easier, increase scientific and economic impact and provide better value for money
- July 2011: EC announces €7 billion boost for research and innovation for 2011
- Horizon 2020: 80 € billion for 2014-2020



# Policy challenges I

- Simplification = efficiency and impact
- Faster processes would shorten the distance between idea and commercialisation.



# Policy challenges II

- Slow funding strangles innovation!
- Turn research dead-ends into innovation highways!



# Eurochambres Position

- Why is innovation relevant to 20 million businesses?
- Innovation happens regardless of sector or size of entity – it can take place in any kind of business – both in larger and small ones (93% = SMEs)
- Innovation is inherently linked to entrepreneurship
- The majority of businesses carry out innovation which is not based on research & development, but a non-linear process driven by customers needs (industry identifies the market demands and problems, it can seize opportunities offered by new technology and is able to introduce new business models )



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EBTC is:

- ❑ An EU initiative coordinated by EUROCHAMBRES (with a wide consortium of partners & strategic alliances)
- ❑ The reference point for promoting European clean technologies in India
- ❑ Headquartered in New Delhi with regional offices in Mumbai, Bengaluru and Kolkata
- ❑ Focused on 4 sectors: biotechnology, energy, environment and transport



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## The background: why India?

- 1 bln + inhabitants
- 8 to 10% annual growth rate
- FTA potential
- India's investment in green growth ↑
- Return on investment (sunrise sectors): 15-20%
- 400 mln people without access to electricity



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## EBTC service portfolio:

### Step 1

#### Market Insight

- Guidance on doing business in India
- Information on regulatory framework
- Information on market access barriers
- Intellectual Property Rights (IPR)- Help desk
- Focused market reports

### Step 2

#### Market Access Roadmap

- Screening of projects in India at national or state level – *Approach enhancement\**
- Identification of potential business partners
- Design of market entry strategy
- Customised market intelligence

### Step 3

#### Market Strategy Implementation

- Proactive incubation services to acclimatize with minimum risk and costs
- Hands-on-support in bidding for projects
- Assistance in finalizing pilot projects
- Liaising with government and financial institutions





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## State of play:

- Ca 150 companies/researchers taken to India
- Market intelligence:
- Non-Tariff Barriers in the Indian Transport and Logistics Sector; India- EU: Creating Market Alliances and Building Access for Waste-Water Management companies; Biotechnology in India: Its policy and normative Framework; Low Carbon Energy Sector in India (Sector overview & Policy analysis; state level analysis)
- Ca 2500 contacts in the cleantech database
- In the transport sector: 1 EU-based service provider for advanced engineering and technology applications offering cleaner automotive and aerospace systems is in the final stages of signing commercial agreement



Thank you for your attention!