

## OP 3.4.1

### Regional development plans

**CENTRAL EUROPE Programme 2007 – 2013**

**PRIORITY 1: Facilitating innovation across Central Europe**

#### Document Classification

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| <b>Summary</b>             | To ensure sustainability of the project each partner will develop a Regional development plan in order to show how the project can get access to the target groups (see 2.1 Relevance) of the regions. |

## Introduction

TIS innovation park sees itself both as a center as well as a driving force for innovation, cooperation and transfer of technologies for all stakeholders in innovation, especially for individual companies and therefore we will put great attention on local SMEs while creating the regional development plan.

For a proper working economy with relevance of this special project, an ongoing collaboration with all entities of the health care sector in South Tyrol is essential (creation of local network).

Additionally a common and sustainable strategy has to be developed to reach all targets within this project that serves all involved parties (hospitals, companies, research institutes, etc.).

Referring to the regional SWOT analysis we discovered various opportunities that we want to focus during our project:

- Changing into a science based economic reality
- Innovation in products and development of services
- Attract new market segments by means of long-term strategies
- Location attractiveness
- More innovation through concrete technology and know-how transfer
- Support in generation of new patentable products/Product development
- Integration of SMEs in networks/cluster
- Development of an appropriate business environment
- Practicable instruments for getting a better understanding of innovation processes

Our regional development plan is going to be oriented towards every single key player on the local market.

### **SMEs: Decision makers/ Management, R&D staff, Marketing / Product Development.**

- REHA TECHNOLOGIES, HEALTH ROBOTICS, ZIRKONZAHN, GRITTI SpA, TMS Telemedicine South Tyrol SpA, MedArchiver, MM Design, INWENTA, eurocamina srl, Calearo, GPI SpA, Tele+ Italia KG

Due to our experience in other fields of technology, TIS innovation park repeatedly organizes “working groups” that consists of different stake holders. This method of collaborating with companies and institutions helps to create local networks and provides room for exchanging relevant information. Sometimes new projects result from these working groups or new relationships can be established.

The same method provides the health care sector a chance to discuss current requirements and gives all stake holders access to scientific updates.

Based on our existing network in South Tyrol we are giving start-up companies and established firms the possibility to gain ground in the economy and to develop new products together by applying innovative technologies. As a consequence of our support companies should bring an added value to the company and all stake holders in the economic environment.

In addition to our company network we have to dedicate much attention on strengthening our relationship with health care entities in South Tyrol. Existing relationships have to be deepened and some new collaborations have to be built.

### **Hospitals & Clinics**

- Hospitals: Bozen, Meran, Schlanders, Bruneck, Brixen, Innichen, Sterzing
- Clinics: Villa Melitta, Bonvicini Clinic

Through the intended closer collaboration with the mentioned hospitals and clinics we would like to reach the following targets according to our regional development plan:

- Access to scientific and R&D institutions
- Use of funds under various programs supporting medical technology transfer
- Establishment of long-term business connections with industry and SMEs
- Opportunity to establish an eHealth Cluster within the region
- Specialization of private and public clinics
- More ambulatory Health care centers

### **Research & Development Institutions**



- Free University of Bolzano/ Bozen, University Trento, EURAC The European Academy of Bozen/Bolzano, The Fraunhofer Society Italy
- Opportunity to cooperate with business-related institutions
- Exploitation of research results for transfer of technology to companies and clinics
- Engagement of their capacities for regional development and employment
- Development of new cutting edge research fields in long-term cooperation with clinics
- Support in providing patents, know-how and technologies
- Higher involvement in national projects/EU projects

### **Other relevant groups**

- Foundation Vital (Health Portal for South Tyrol)
- Claudiana - Landesfachhochschule für Gesundheitsberufe
- Support and development of company cooperation's, competence centers, clusters and networks
- Joint activities together with economic associations, institutes, organizations and universities
- Development of business systems and economic structures
- Promotion of human capital in the field of research and innovation

Next to working groups we would like to integrate knowledge from other projects into this on-going project and plan to cooperate with other EU-Projects to extend local knowhow in this field.

**Regional development plan:**

| STEP 1   | STEP 2  | STEP 3  |
|--|---|---|
| Identification of main key players and start with raising awareness on local territory   | Development of regional strategy that fits the goals of the project and foresees a sustainable development for all key players in the health care sector in South Tyrol | Implementation and execution of working groups, distribution of selected and relevant information for local network partners with focus on innovation, organization of network meetings/workshops |
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