

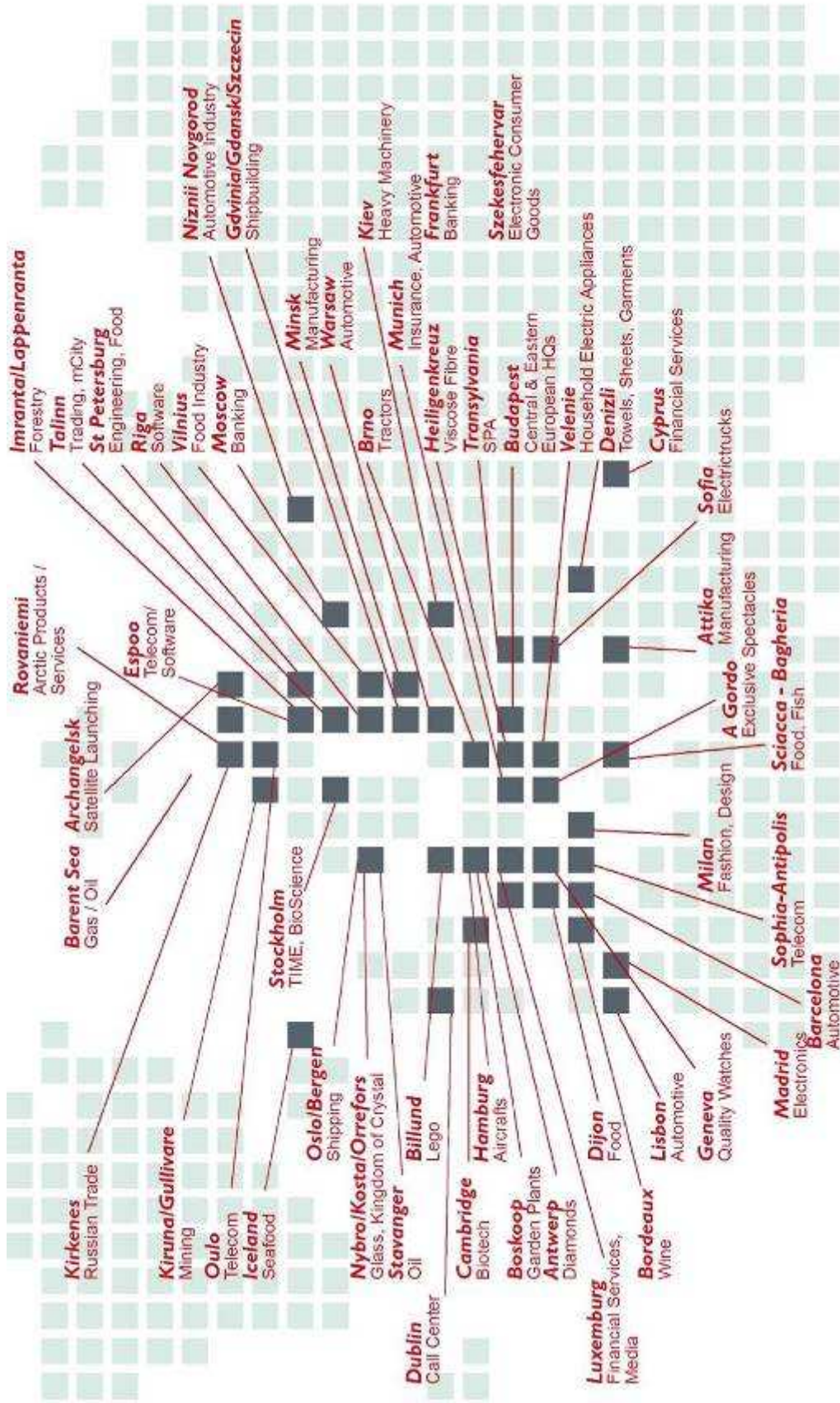
Locomotive Final Conference in Hamburg 6 June 2007

Panel Discussion

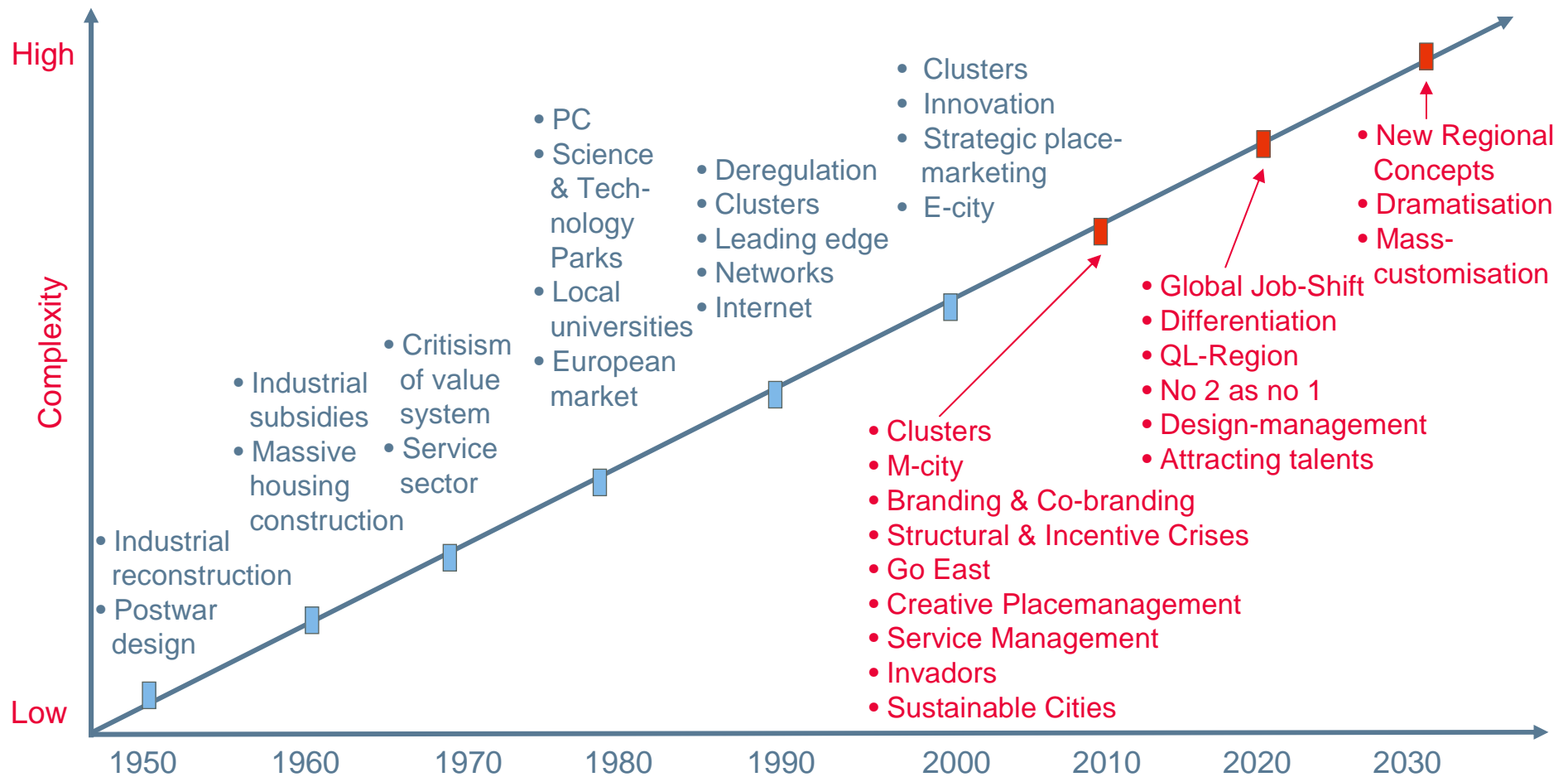
***Shaping Innovation Environments by Opening
Innovation Markets, Partnerships and Unique
Knowledge Resources***

***Moderator Christer Asplund
Interlace -Invent***

Creating Regional Policies for Global Links



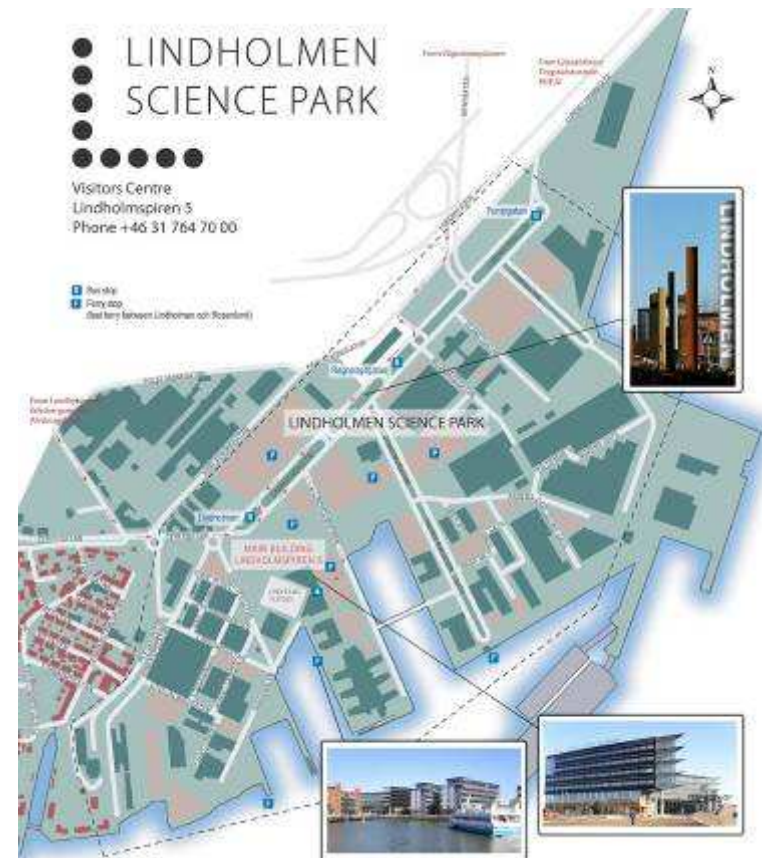
The Changing Place Climate



Source: Marketing Places Europe, Asplund & Kotler.

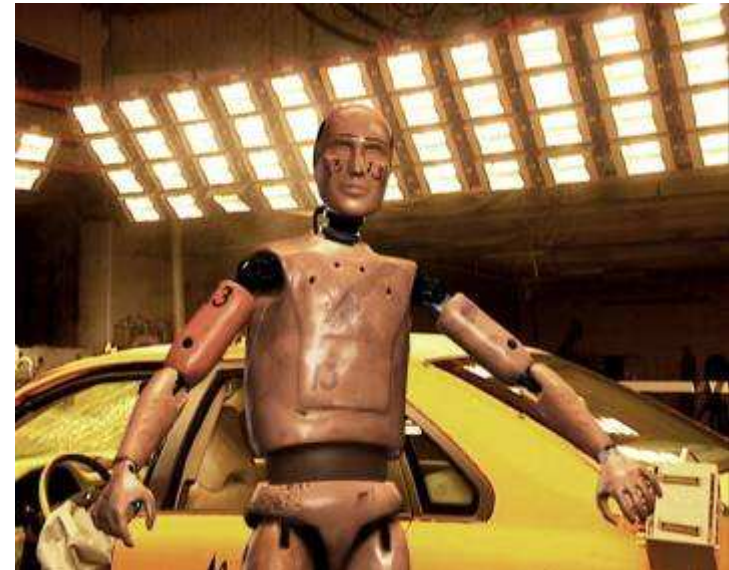
Telematics Valley - Gothenburg

- » Network formed in 2001, 60 companies in the network
- » Promotes Western Sweden as the centre of the Telematics industry – in the world
- » Re-orientation of historic naval and automotive industries towards establishing a globally leading hub for Telematics.
- » Telematics: Dataservices for vehicles
- » Building on historical strengths (Volvo, Ericsson, Chalmers University)
- » Urban Hub: Lindholmen Science Park, at the heart of Gothenburg

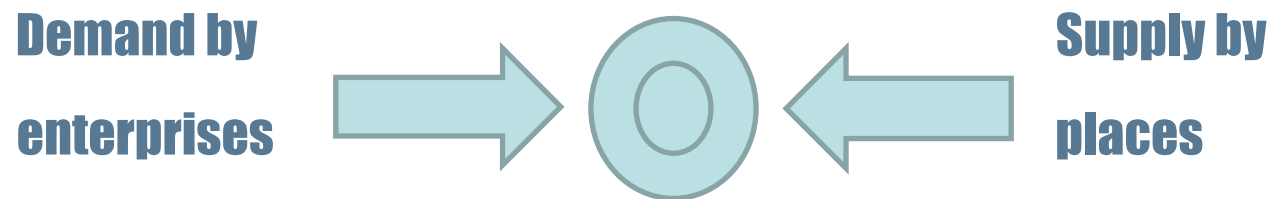


Safety City - Gothenburg

- » Henry Ford said in 1950's: "Safety doesn't sell"
- » Since then innovation policy at Volvo was focused on safety, inventing the safety belts among others
- » Volvo attracted Ford to set up the global Ford Centre for Crash-testing
- » Around the Ford Centre, talented engineers are recruited to Gothenburg to expand the innovative capabilities
- » Gothenburg is marketing success heavily, upgrading also the urban environment, new traffic infrastructures – all to build up attractiveness for talented firms and people
- » Business Region Gothenburg, with close integration of business leaders and public sector
- » The Chinese Connection



The Demand and Supply Challenge of European Places



- **Quick and responses**
- **A stable decision making structure**
- **Understandable strategy**
- **Openness for business values**
- **A vibrant place brand**
- **An innovative tender policy**

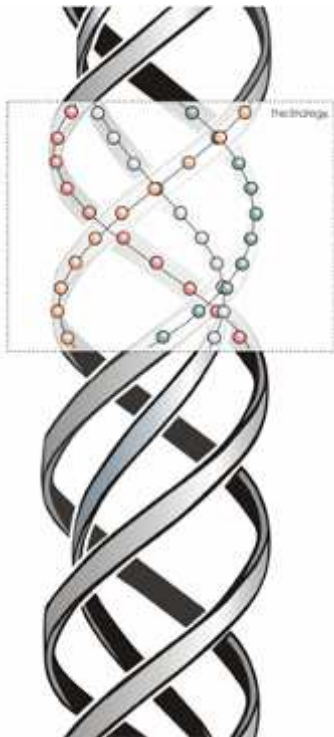
Gothenburg: Added-Value for Innovative Businesses



1. Urban Dynamics: Innovation Environments

- » Urban Life-Style – International Metropolitan Culture
- » Specialised Global Competence thriving in an Interdisciplinary, Creative, Interactive innovation environment
- » Innovation Functions are embedded in socio-economic fabric
 - Historically grown networks evolved with time
 - Core companies (Volvo / Ford) link local suppliers to global markets and standards
- Unique territory for outsourcing and in-sourcing
- Global Ford Crash-Test Centre was localised and is a key player for a broad range of activities

Gothenburg: Added-Value for Innovative Businesses



2. Innovation Drivers: Triple-Helix

- » Dynamic relationship between Science-Industry-Government + Entrepreneurial Culture
- » Gothenburg's tight cross-sectoral relationships have grown of the historically strong Public-Private relationships
- » Important Chalmers University of Technology as internationally renowned local scientific hub.
- » Science Parks (Lindholmen), Chalmers University Innovation Centre, Public and Private R&D Centres are managed to collaborate.

Collaboration: an attraction to investors and growing companies

- » Cluster of sub-contractors in the vicinity, supported by a highly sophisticated logistical infrastructure
- » Gothenburg is now more successful than it has been in the past – more than 1700 foreign-owned companies in the region.
- » Trucks, buses & personal cars – a growing portfolio of applications for telematics in automotive sub-sectors.
- » Long history of Triple-Helix collaboration.

INDUSTRY

Altran Technologies Sweden
Appello Systems
Caran (WM-data Caran AB)
Carmenta
Combitech Systems
Ericsson
Gatespace Telematics
Göteborgs Posten
HIQ
IBM
Impsys Digital Security
Kapsch TrafficCom
Mandator
Mecel
Michael L. Sena Consulting

Microbind
Mitsubishi Electric
Moveup Consulting
NAVTEQ Europe B.V.
Nimway
On Position
Pilotfish Networks
Qinetiq
QRtech
Saab Automobile
Scania
Semcon
Sony Ericsson
SpeechCom
Syntense

Syrén Software
Teleca
TeliaSonera Sverige
TietoEnator
Vehco
Vodafone
Volvo Car Corporation
Volvo Group
Volvo Technology Corporation
Warpp
WirelessCar
Wylless
ÅF-Industri
Öhrlings
PricewaterhouseCoopers

ACADEMY

Education
Chalmers University of Technology
Göteborgs Tekniska Gymnasium
Göteborgs University
IT-university

Science and Technology parks
Chalmers Innovation
Lindholmen Science Park

Research Institutes
Viktoria Institute
VTI

PUBLIC ORGANISATIONS

National Organisations
Invest in Sweden Agency
ITS-Sweden
Vinnova
Vägverket – Swedish Road Association

Regional Organisations
Automotive Sweden
Business Region Göteborg
Västra Götalandsregionen

National Projects
Intelligent Vehicle Safety Systems

IDEON Science Park - Lund, Sweden

University

Ideon
Research
Park

Industrial zone
with research labs



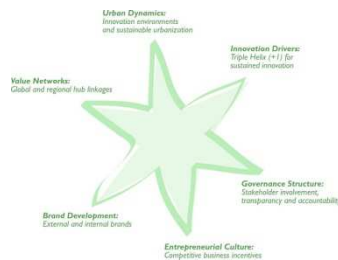
Gothenburg: Added-Value for Innovative Businesses



3. Governance Structure

- » Key Clusters: Telematics, Safety, Logistics
- » Telematics Valley: a Membership association with of more than 60 key cluster companies and institutions
 - » Accountability – report to stakeholders
 - » Brand development
 - » Marketing
 - » Market Intelligence
- Avoid Risk of 'Election Cycles' – change of policy
- Opportunity for Sector Agents to shape their own Cluster-policy
- Influence over Investment Environment

Business Region Gothenburg



4. Entrepreneurial Culture

- » Grown business culture rewarding best entrepreneurs
- » Grown advanced business services providers of international standard, like business intelligence, engineering or design
- » Growth 2000 / Growth Micro Programmes, supporting entrepreneurs in leadership skills, and Venture Cup Participation
- » Chalmers Innovation, business focused high-tech incubator

→ Venturing Environment where best services, businesses, and ideas can flourish (Venture Cup)

Gothenburg: Added-Value for Innovative Businesses



5. Brand Development (Local / International)

- » Continued local / international promotion of each cluster
- » Telematics Valley is locally and internationally branding its resources – in the interest of member companies and institutions
- » Co-branding companies with *Gothenburg*
 - Volvo & Gothenburg: co-branded historically (Hasselblad)
 - Today: Gothenburg and Safety, Telematics and Logistics pick up on the legacy (Ford is an additional player)
- » Branding of Products & Innovation Environments
 - Mutual benefit of international place brand
 - Local Brand enables sustainability of cluster

Gothenburg: Added-Value for Innovative Businesses



6. Value Networks – Global / Regional Hub Linkages

- » International knowledge, business and production networks:
 - » Strategic Partnerships with Shanghai, Oslo
 - » Euro Office Supporting SME's
 - » Scandinavian Arena (Oresund, Gothenburg, Oslo)
 - » Chalmers has overseas Campus in Shanghai / Beijing
- » Platform to access global resources and markets
 - Ensure World-Class competences in all cluster activities including secondary services)
 - High-speed availability, often at lower cost (i.e. Advanced Patenting Services – modularised in key Hubs)

Sophia-Antipolis - Côte d'Azur, France

Founded almost 40 years ago, Sophia-Antipolis is Europe's leading Science Park, catalyst of development in the Alpes-Maritime Region into a 'Global Innovation Hub'.

Sophia-Antipolis is a policy-driven regional development instrument, fostering the transition to a more knowledge-based economy.

25,000 Employees
(+10,000 in last 10 years)
14.000 Engineers and
4.000 Researchers employed
53% of jobs are highly-skilled
25,4% Foreign Enterprises
18.5% Foreign Employees



Source: Sophia-Antipolis

Venture Finance Landscape in Sophia-Antipolis

Local Finance

- » Incubators
(linked to Universities, pre start-up)
- » Business Angels
- » Venture Capital (all rounds)
- » Institutional Capital
- » Regional (Public) Capital
- » National Research Funding

International Finance

- » International Venture Capital
- » Institutional Capital
- » Investment Funds
- » EU Research Funding
- » Corporate M&A Operations

Sustainable Added-Value: Objectives for an Intelligent Region

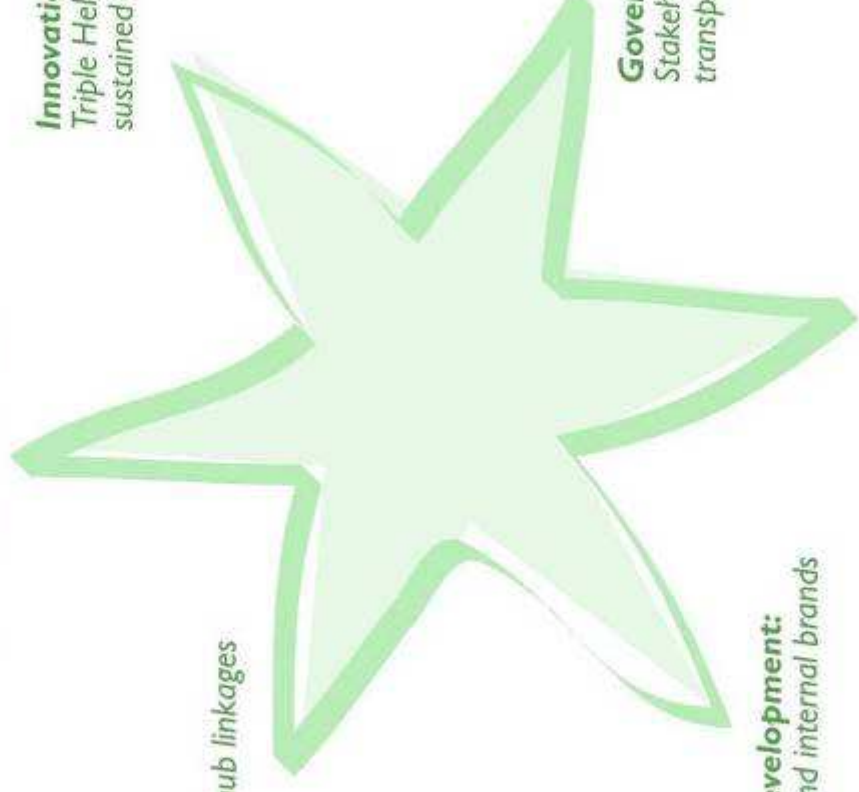
- » **Attractiveness:** continually improve service-offering to residents, businesses and visitors, and maximise accessibility
- » **Competition:** address transcontinental and regional competition for foreign direct investments
- » **Focus Innovative Capabilities:** develop core competences for ground-breaking innovations and localise leading solutions pioneered in other cities (*Invaders*)
- » **Create Collaboration Platforms** for user-centric pioneering of new technologies and applications across sectors (Living Labs)
- » **Develop 'Innovation Hubs'** for trade and 'knowledge-intensive' activity in a globally networked environment

Six dimensions of adding value to innovative businesses

Urban Dynamics:
Innovation environments
and sustainable urbanization

Innovation Drivers:
Triple Helix (+1) for
sustained innovation

Value Networks:
Global and regional hub linkages



Governance Structure:
Stakeholder involvement,
transparency and accountability

Brand Development:
External and internal brands

Entrepreneurial Culture:
Competitive business incentives