

Experience from Enterprise World: Fabio Rangoni - Mortara Rangoni Europe

Erik Network

Day 2- Session 2

The entrepreneurial world in regional
innovation

Hotel Bristol Stephanie, Brussels -11 May 2007

This presentation will cover:

- My experience as the President of Mortara Rangoni Europe
- My experience as a Member of the Board of the Association of Industries, delegated for Innovation and technology transfer
- Suggestions for a Regional Policy of Innovation

Mortara Rangoni Europe

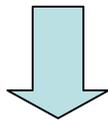
- MRE is a global competitor in the field of diagnostic cardiology and bedside monitoring
- Our main products are:
 - Electrocardiographs
 - Stress test systems
 - Holter systems
 - Ecg management systems
 - Telemedicine devices
 - Bedside & telemetry monitoring
- Our innovation is the result of the advances in medical practice, in electronics and in ICT, merged into a cost-wise design
- 25% of our employees are dedicated to R&D; we sell technology - OEM - to many of our competitors
- innovation is our choice to stay ahead of competitors



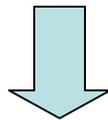
Mortara Rangoni Europe: the Relationship with Knowledge Centers and the Policy for Economic Development

Emilia Romagna Region

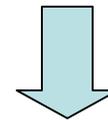
VII FP



generic innovation plans

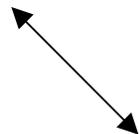


sector innovation plans

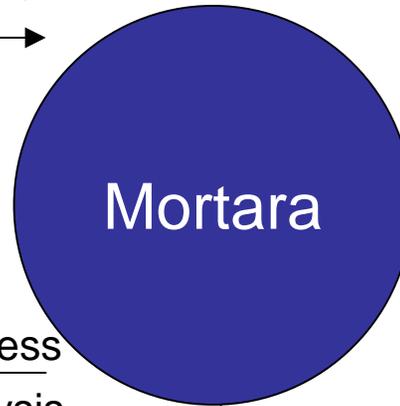
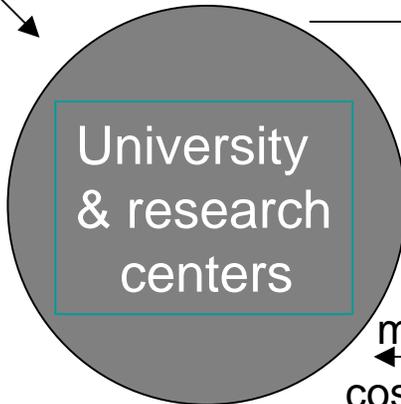


orientation & management (Aster)

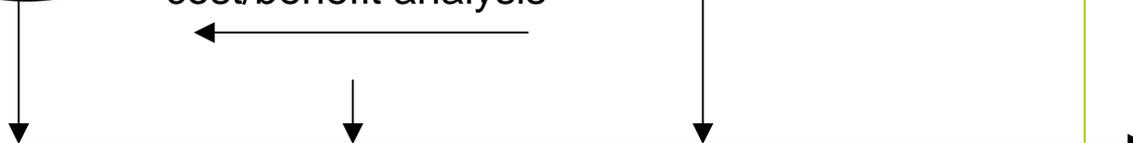
Market



students
ideas



market awareness
cost/benefit analysis



projects

products

Mortara Rangoni Europe, Examples of Recent Successful Projects in Collaboration with the University of Bologna

- Algorithm for the detection of respiration from 12 lead ecg
 - *in partnership with the Dept. of Biomedical Engineering*
- Portable Wireless Monitoring Central Station
 - *in partnership with the Dept. of Biomedical Engineering*
 - *supported by ER Region according to the “Innovative actions in healthcare” program*
- Heart-Brain Monitor
 - *in partnership with the Dept of Engineering,*
 - *Dept. of Cardiology,*
 - *Dept. of Neurology,*
 - *supported by ER Region under the “PRIITT program”*
- Customer Satisfaction Measurement Plan
 - *in collaboration with the dept. of Marketing and Economics*
- Project for an advanced Call Center
 - *in collaboration with the Operational Research Dept. of the Faculty of Engineering*
- More to come...



Association of Industries of Bologna: Specific Actions for Innovation

- The industries of Emilia Romagna are highly competitive and export-oriented. They have the international leadership in segments such as motors (Ducati, Ferrari, Lamborghini..), packaging and food.
- However we do realize that we will be able to maintain this strong international position only if we do better than our competitors in terms of Innovation.
- The Association of Industries is strongly promoting the concept of “360° Innovation”: product, process, use of ICT in marketing and management
- In particular we recognize that technological innovation requires 3 actors: industry, knowledge centers, politics
- The Association of Industries of Bologna has consequently decided to:
 1. rationalize and organize the demand for innovation from the associated companies
 2. work to strengthen the interface with:
 - The University of Bologna (100,000 students, 30,000 researchers)
 - The Government of the Region through its operative branch, ASTER

Association of Industries of Bologna and the University

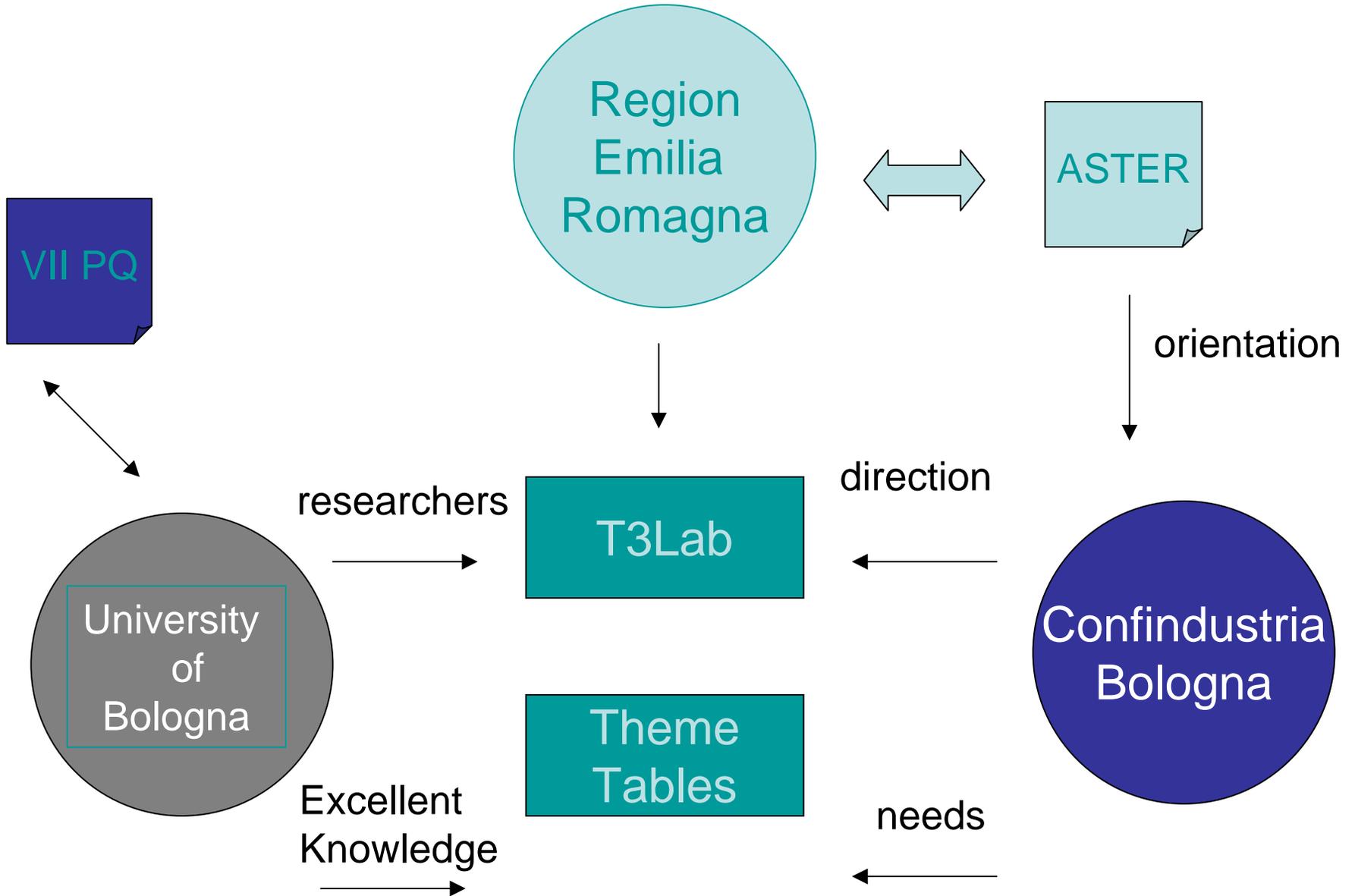
Together with the University of Bologna we have

- Created “theme tables” to help the groups of excellence of University research meet the needs from the industrial world
- Created a Lab (**T3Lab**) where researchers from the University work at a pre-competitive level, following the development guidelines indicated by the associated companies (12 at the present time). The Lab is presently working on different themes such as: distributed intelligence and wireless sensors, remote maintenance of mechanical machinery, portable laser 3d scanners. The outcome will be different product applications as needed by different member companies.

Association of Industries of Bologna and ASTER

- By means of a convention with ASTER we provide our associates with the counseling services of Aster, directly available on our website, or delivered by means of face to face, specifically-organized meetings
- Together with ASTER we have organized the meeting between the University and the Industries on the different subjects of the VII FP
- Through the participation of some of us to the scientific body of ASTER, industry feeds back on perceived needs and on the effectiveness of the policy.

Association of Industries of Bologna: the Relationship with Knowledge Centers and the Policy for Economic Development



Elements for a Regional Policy of Innovation

- Every region is unique in terms of industrial talents, scientific knowledge and the socio-economic needs of the community.
- Goals should be identified through a continuous confrontation, involving the private industry and the research centers in project planning.
- The policy of innovation should not be limited to promoting the existent industrial talents but should target important socio-economic problems that impact the community; their solution generates products and processes of international relevance.

Some Elements for a Regional Policy of Innovation

- The human factor is fundamental to any technology transfer process. There is **no** transfer without students or researchers moving from their labs into the industry or technicians from the industry moving into research labs. Specific paths must be provided by the policy.
- There will be no students and researchers in technical fields if the technical culture is not promoted and taught at school, starting from the lower grades. Our society suffers from a deficit of technical vocation that must be corrected as a pre-requisite for innovation.

Thank you