

# **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:**

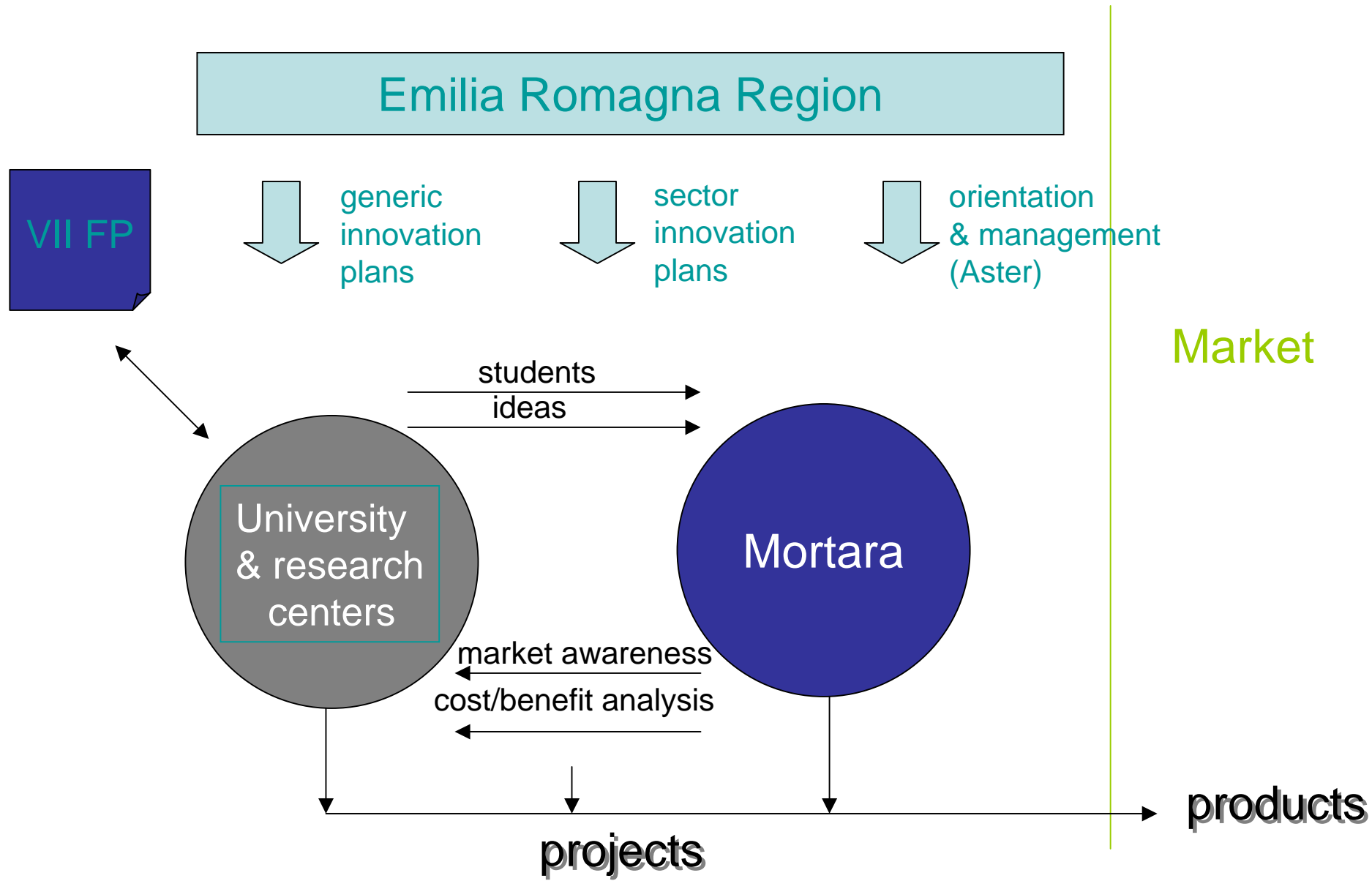
- My experience as the President of Mortara Rangoni Europe
- My experience as a Member of the Board of the Association of Industries, delegated for Innovation and technology transfer
- Suggestions for a Regional Policy of Innovation

# 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



# 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

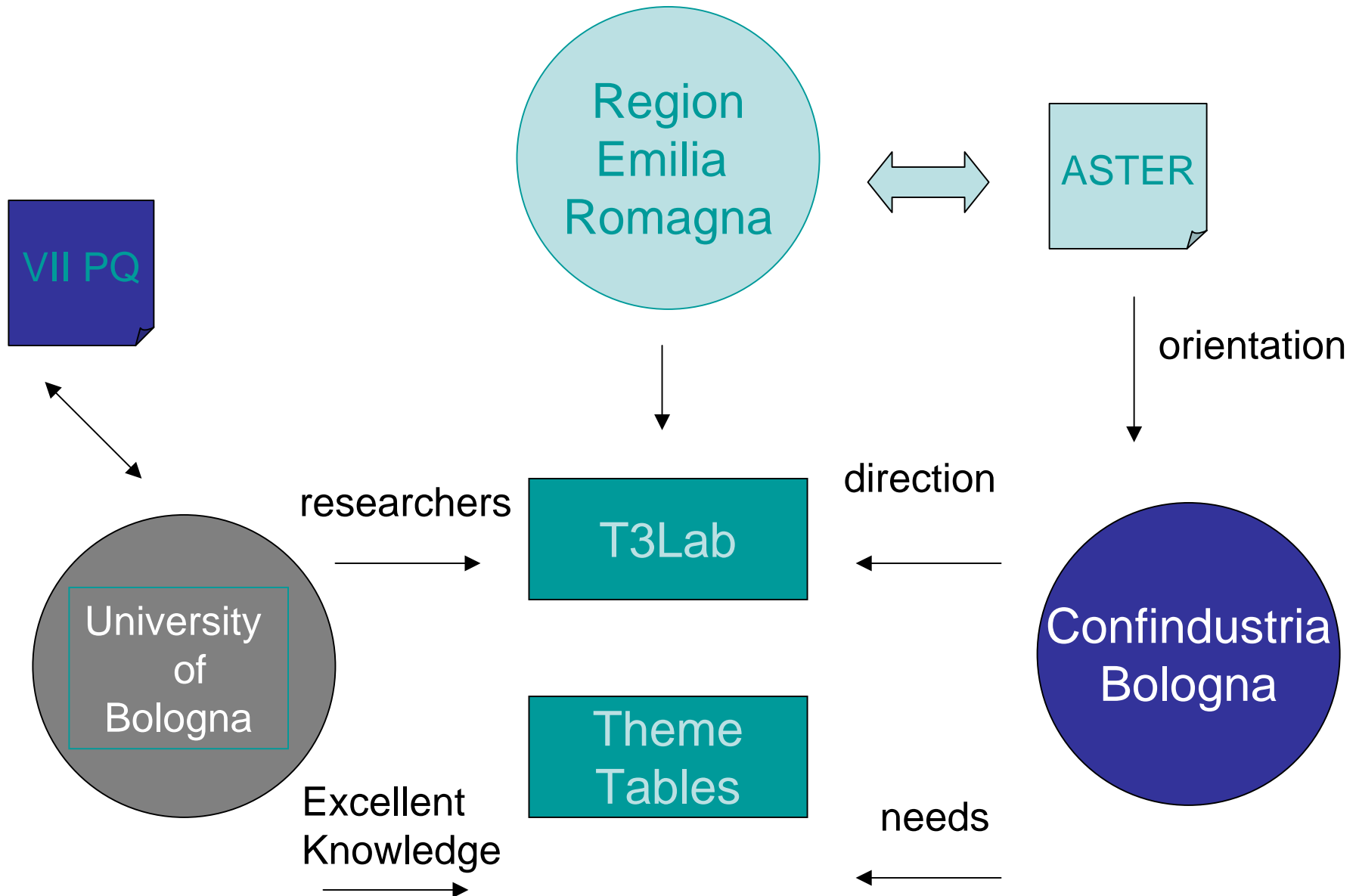
- Created “theme tables” to help the groups of excellence of University research meet the needs from the industrial world
- Created a Lab (**T3Lab**) where researchers from the University work at a pre-competitive level, following the development guidelines indicated by the associated companies (12 at 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