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- RITTS – Regional Innovation Strategies and Technology Transfer Strategies and Infrastructure
- Carried out in about 90 European regions
- Carried out in 5 Swedish regions



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Contents

- Methodology
 - Phase 1 findings
 - Conclusions
 - Resulting Actions
-



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RITTS Methodology

RITTS Western Sweden conducted 1999-2001

2 500 questionnaires sent to SMEs

800 questionnaires answered (35 % response rate)

100 interviews with SMEs carried out

37 innovation support actors interviewed

10 large enterprises interviewed

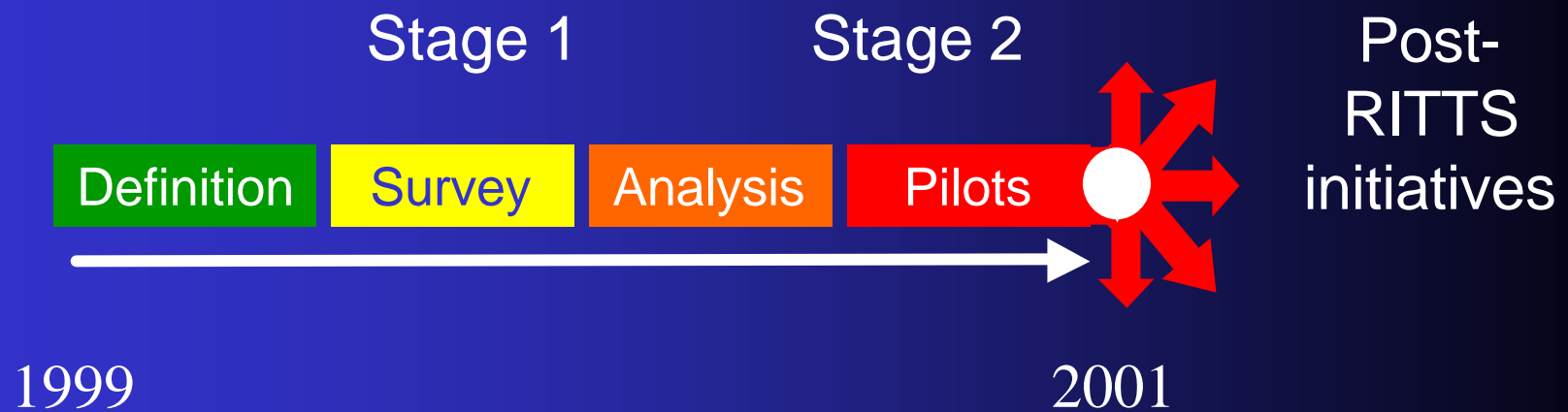


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Project sequence





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Main objectives

- Focus on introduction of more technology and innovation in the **existing** regional SMEs
- Focus on the creation and development of new technology based firms (NTBFs)



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Central issues within the project

What do the companies need to innovate successfully?

- Existing
- New
- Potential

How do the development resources meet the innovation needs and commercialisation needs from the company?

How to decrease the gap between company needs and development assistance?

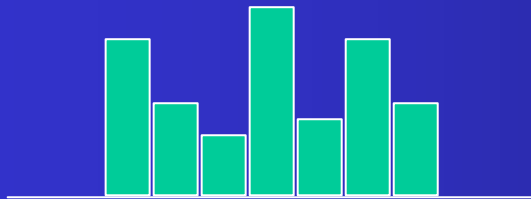


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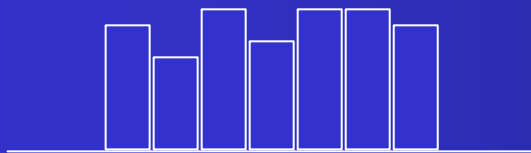
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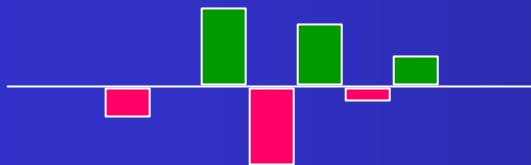
Idea and objective



needs



supply



"gap"

- Map the needs of the region's SMEs
- Map the supply of qualified support services
- Conduct a "gap analysis"
- Carry out pilot projects to test new ways of working during Phase 2



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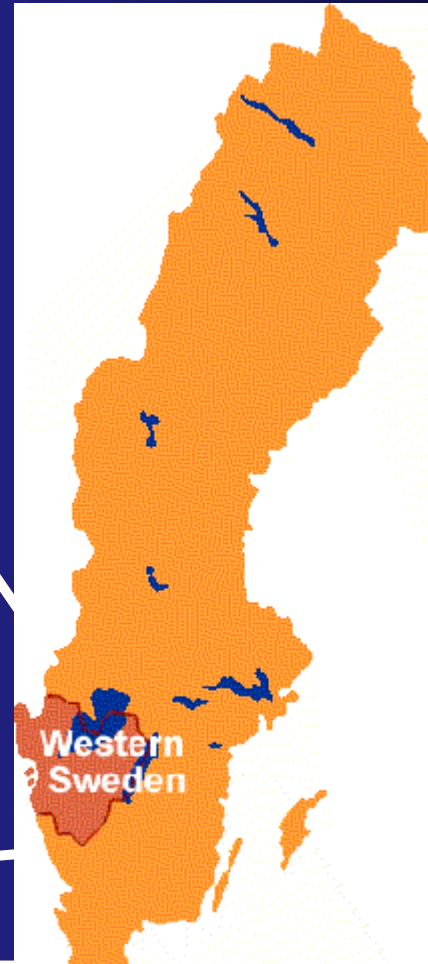
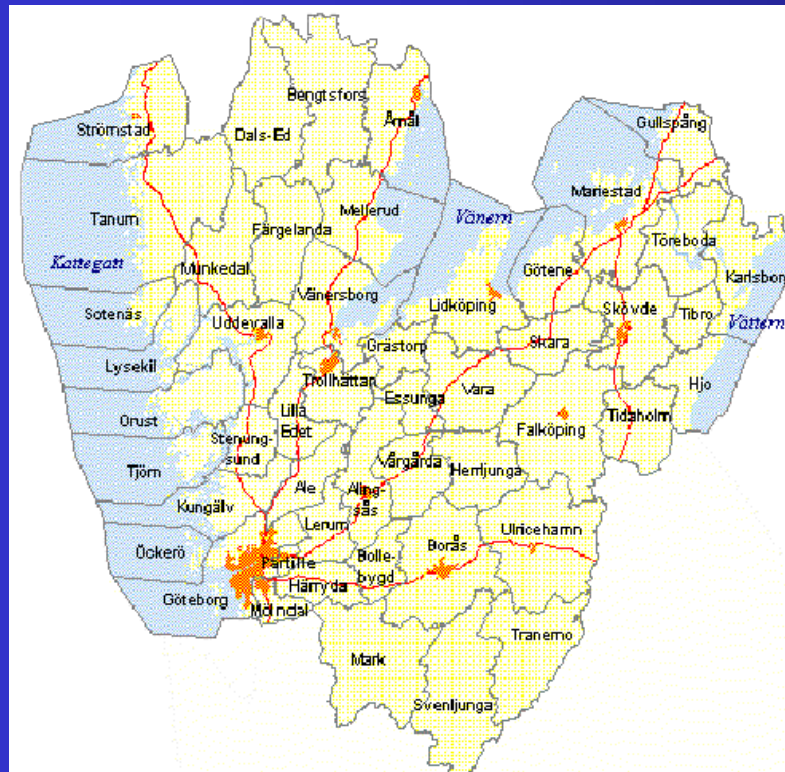
The Steering Committee of the project consists of members from

- Western Sweden Region/Regional authorities
- The Technology Link Foundation
- NUTEK (the National Board for Industrial and Technical Development)
- County Labour Board
- Företagarna i Väst (Companies in the West)
- VI/SAF (the Association of Swedish Engineering Industries/the Swedish Employers' Federation)
- Chalmers University of Technology
- University of Gothenburg
- Trollhättan/Uddevalla Institute of Technology
- IUC - Skaraborg
- Trade and Industry Development Agency Göteborg
- ALMI Företagspartner
- SP - Swedish National Testing and Research Institute
- SIK - the Institute for Food and Biotechnology
- IFP - Swedish Institute for Fibre and Polymer Research
- IVF - the Swedish Institute for Production Engineering Research



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Key economic data for the region

- population 1 515 000
- labour force 700 000
- composition of employment
 - agric., fishing 1,4 %
 - manufacturing 28 %
 - services 69 %
 - unspecified 1,6 %
- unemployment 5,4%

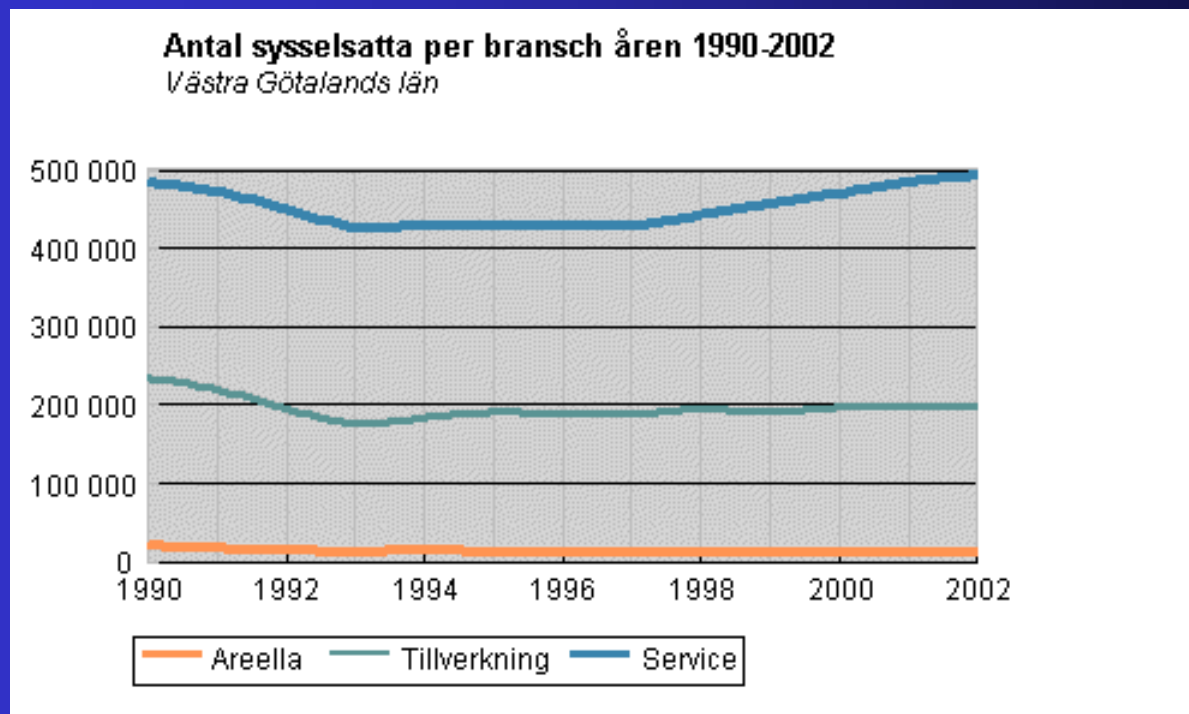


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Employment trends



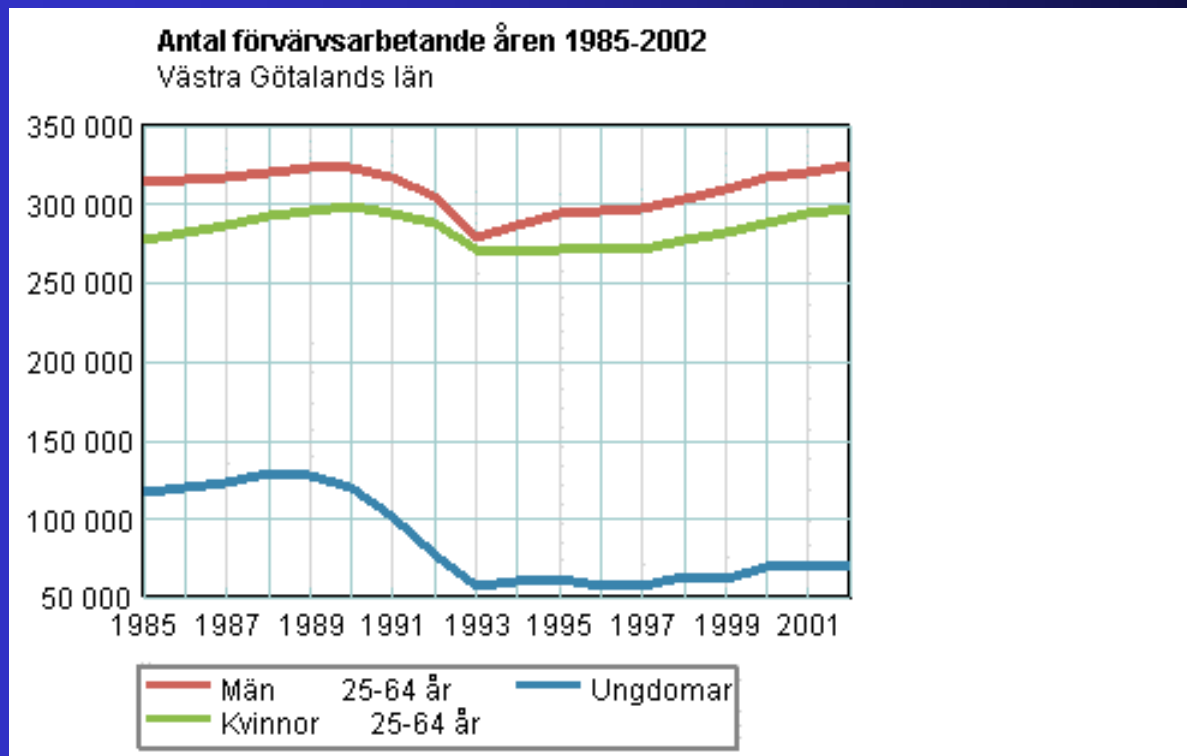


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Employment trends





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The most important sectors in the region

- Automotive manufacturing
- Agro-food industry
- Pharmaceuticals
- Informatics and electronics
- Automotive safety



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The main companies in the automotive sector

- Volvo C. C. (Ford), HQ in Göteborg (15 000 empl)
- AB Volvo, HQ in Göteborg (8 500 empl.)
- Saab Automobile (GM), HQ in Trollhättan (7 200 empl.)
- Tier-one-suppliers (30 000 empl.)
- Tier-two-suppliers (10 000 empl.)



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Very significant for the SMEs in the region is that they **have major difficulties to grow**. This is particularly true for the suppliers to the automotive industry.



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Findings from Phase 1

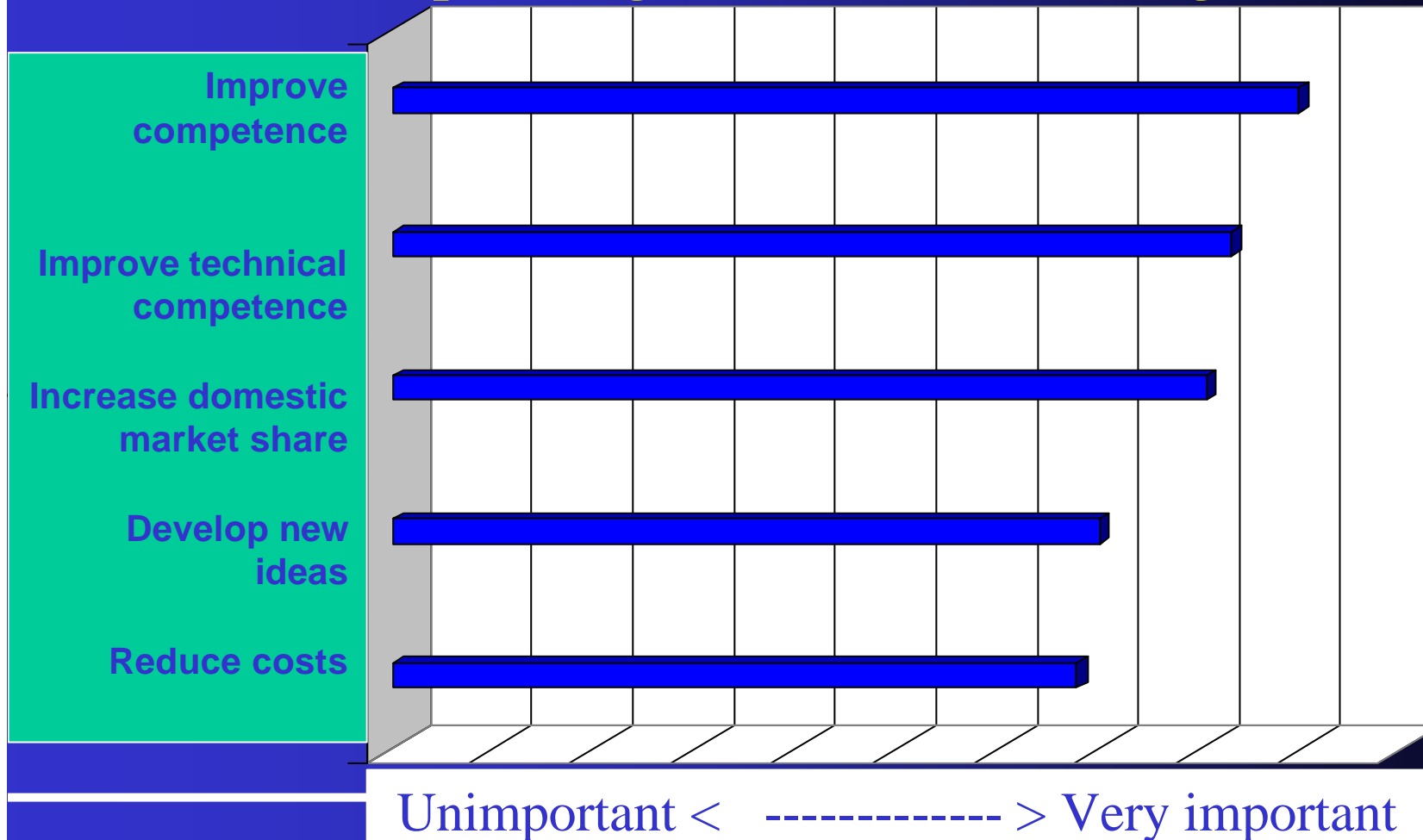


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Most important growth factors according to SMEs



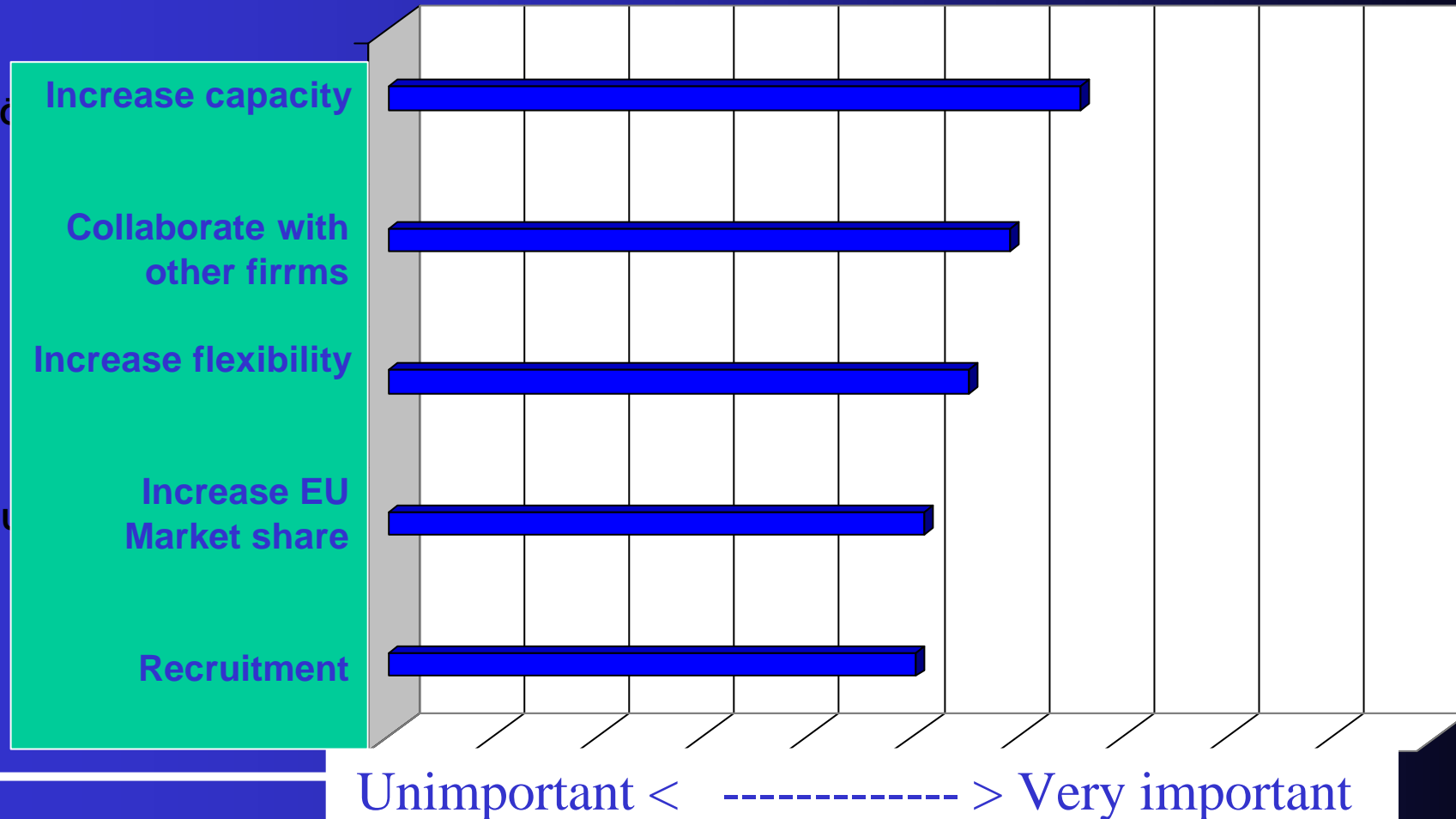


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Most important growth factors according to SMEs



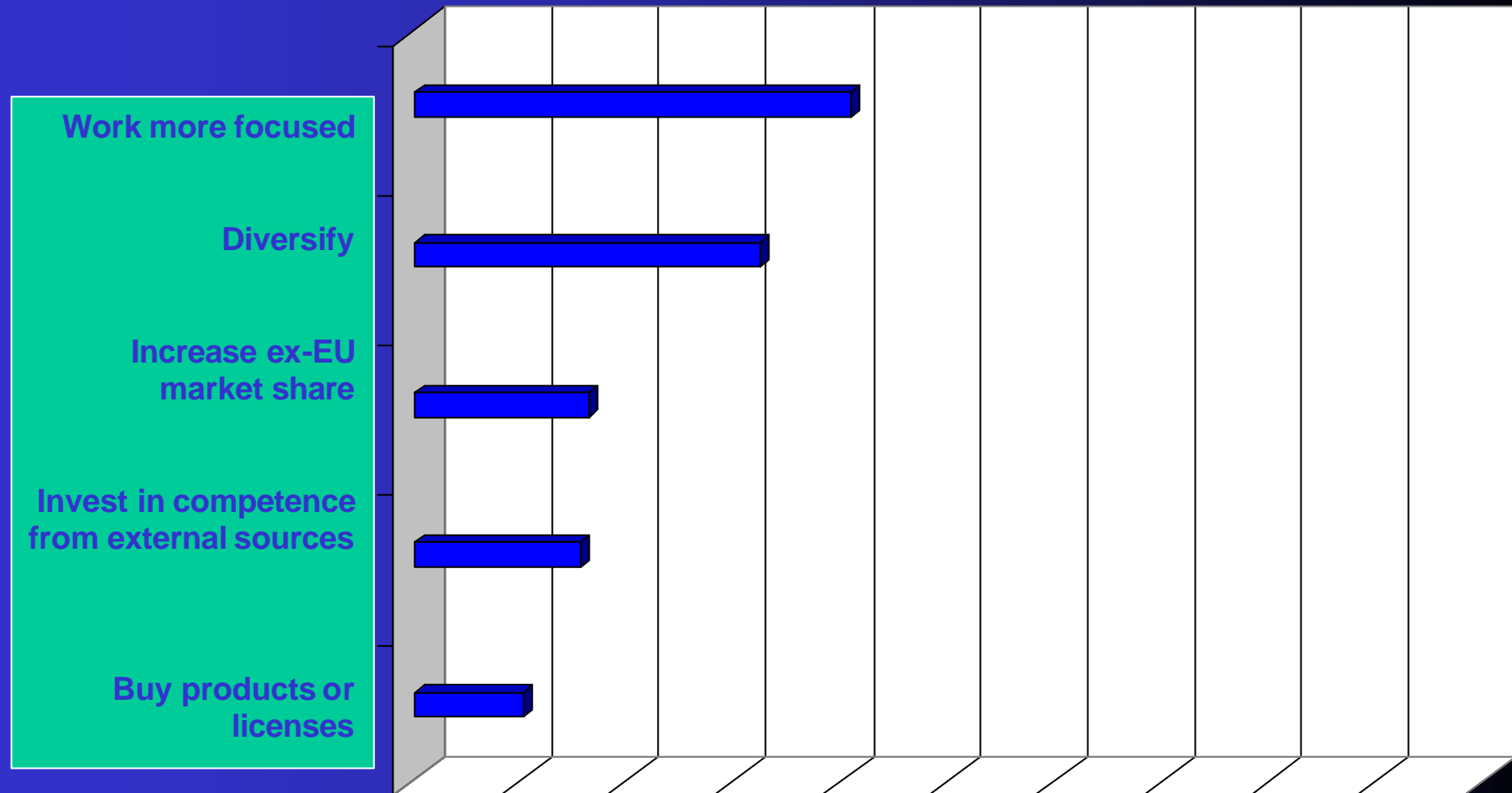


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Most important growth factors according to SMEs



Unimportant < ----- > Very important

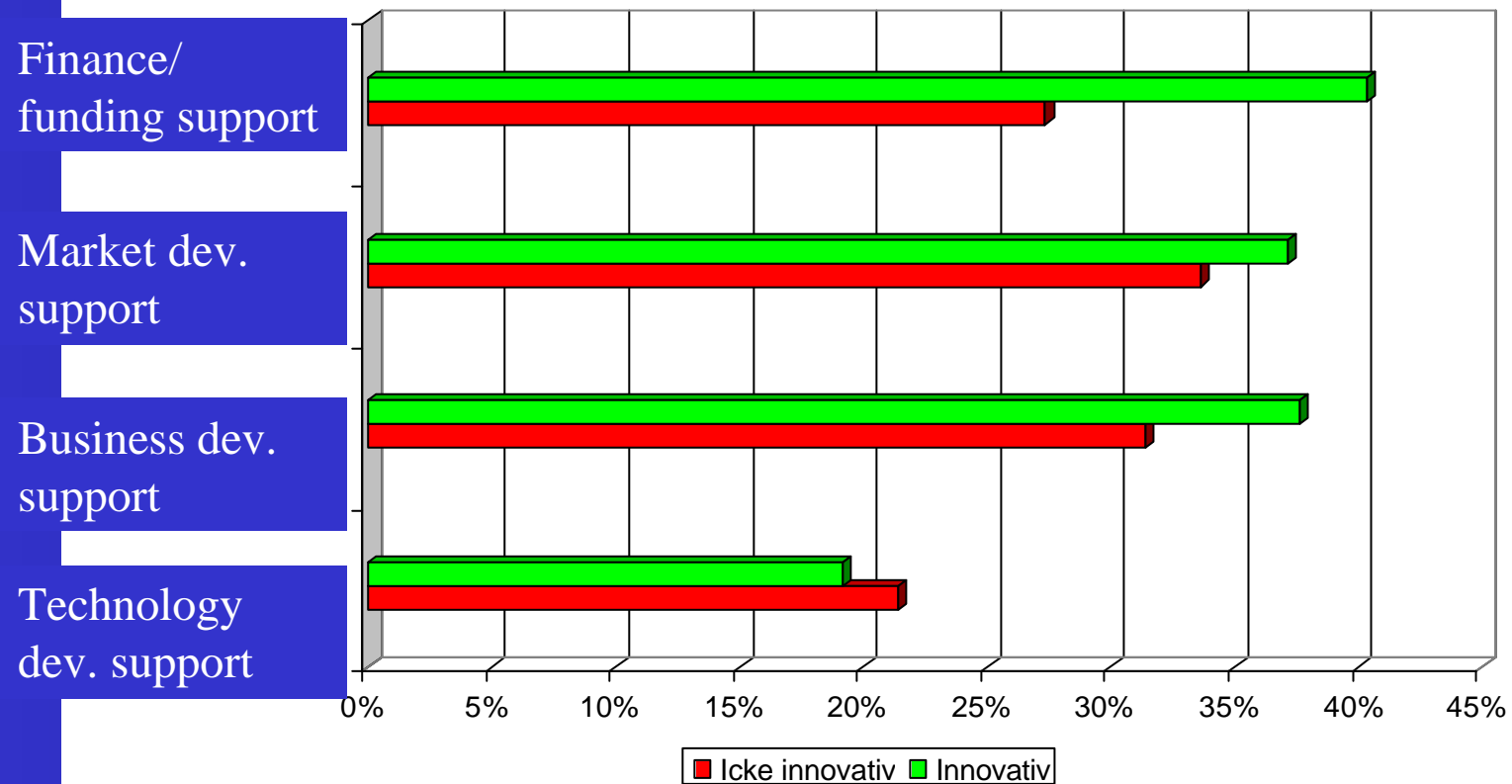


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SMEs rate of dissatisfaction with innovation support



Proportion of dissatisfied companies

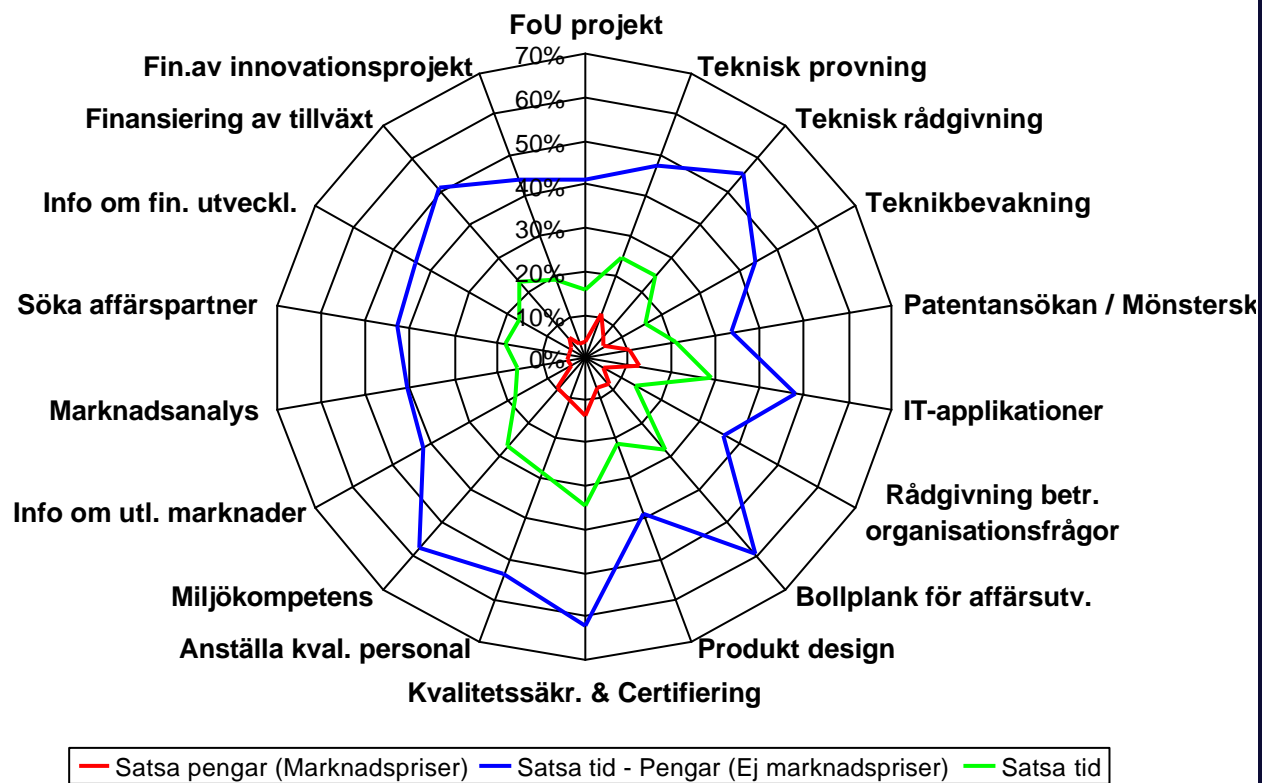


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Are SMEs prepared to pay?



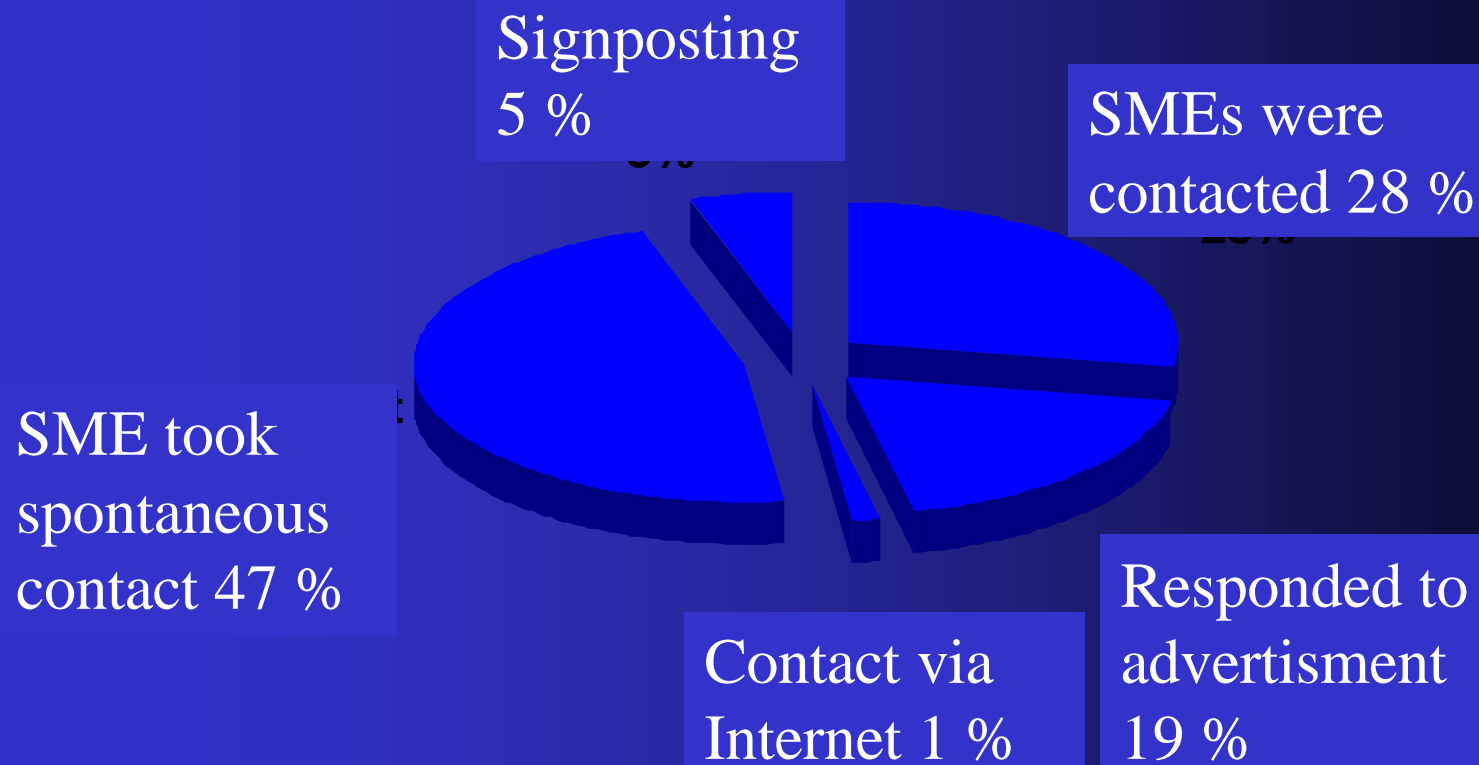


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Modes of contact with support





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Main findings in RITTS WS Stage 1

- SME growth potential exists
- SMEs perceive the need for increased competence
- SMEs require more hands-on assistance
- SMEs may be bewildered by the variety of support organisations that exist



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RITTS Conclusions (1)

The support system is characterised by

- Specialised or very local organisations
(= multiple points of contact)
- Signposting and general advice rather than hands-on support
- Little co-ordination and collaboration
- Lack of pro-active behaviour

Present support system is not adapted to industrial companies' needs and demands



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RITTS Conclusions (2)

- SMEs are
 - not prone to collaboration
 - adverse to change
 - unlikely to bring in external competence
 - not prepared to pay market price for services
 - perceiving the support system as complicated and fragmented

A change of attitude and innovation culture is needed!



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Main issues for RITTS Stage 2

- Innovation strategy and awareness
- SME networking
- Supply side co-operation
- Start-ups and Spin-offs
- Financing for innovation and growth



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Proposed actions for RITTS WS Stage 2

- stimulate formation of technology based start-ups and spin-offs
- establish networks of SMEs to increase competence and market impact
- establish in-depth collaboration between support organisations
- facilitate financing of new and growing SMEs

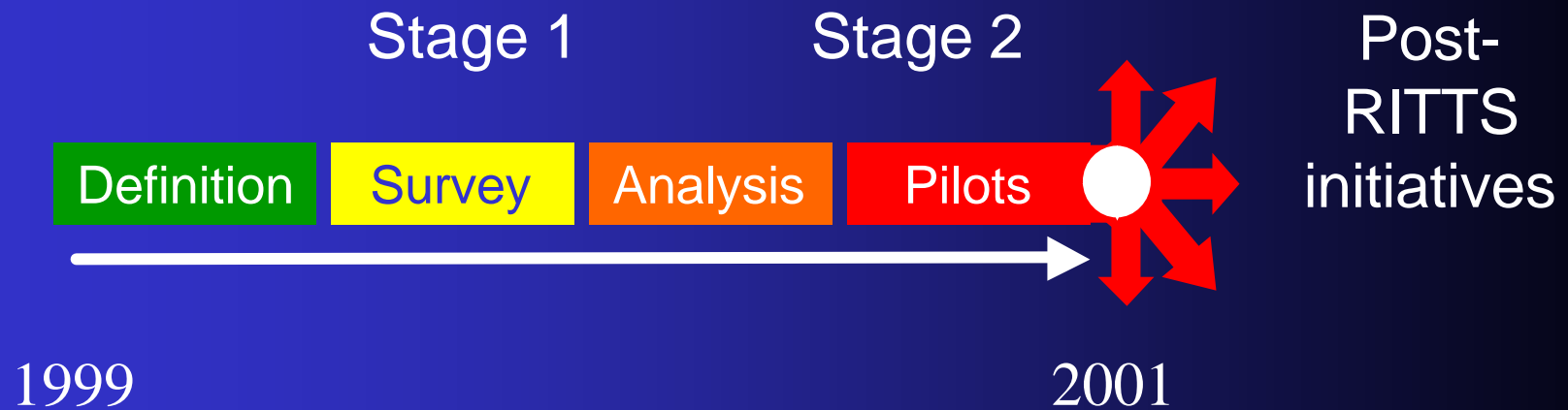


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Project sequence



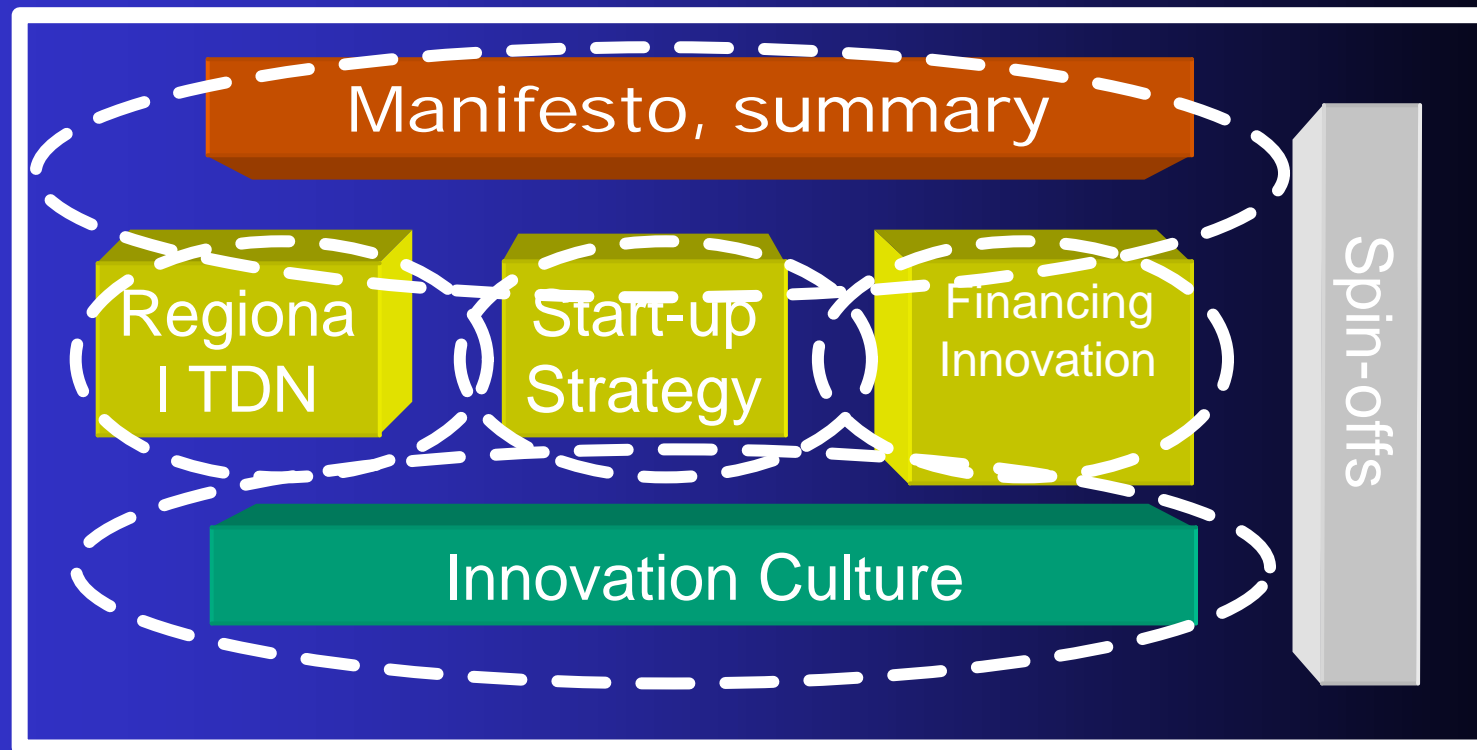


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Report Structure





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Manifesto

”We want the Region to realise its true economic potential by facilitating the dynamic growth of its small and medium-sized companies through the access and introduction of more innovation and technology”



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Manifesto(2)

1. The regional SMEs with high growth potential shall receive state-of-the-art support in all aspects of technological, market and business development.
2. The regional SMEs shall be encouraged to interact and co-operate in order to gain more European experience, competence and negotiating power.



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Manifesto(3)

3. The Region must absolutely implement a strong strategy for fostering and encouraging the creation of a large number of new technology-based firms (NTBFs).
4. Financing innovation in existing companies, and in new companies, shall not be a limiting factor to growth in the Region.
5. The support organisations in the Region will interact and co-operate in order to provide the companies with services that are transparent, broad, hands-on and with international quality standards.



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Post RITTS Initiatives

- Starting a Technology Development Network in Western Sweden (in collaboration with industrial cluster IDS)
- Regional Start-up Strategy and Finance launched
- European collaborative projects
 - Thematic Networks participation (STRINNOP, SAIL, SCONE) 2001
 - Innovation project CHANGES 2001
 - Innovative Actions INDIGO (2003)