

Market innovation through strategic alliances and partnerships

**Passport to Export, Interreg SI-AT
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Reframing Internationalisation

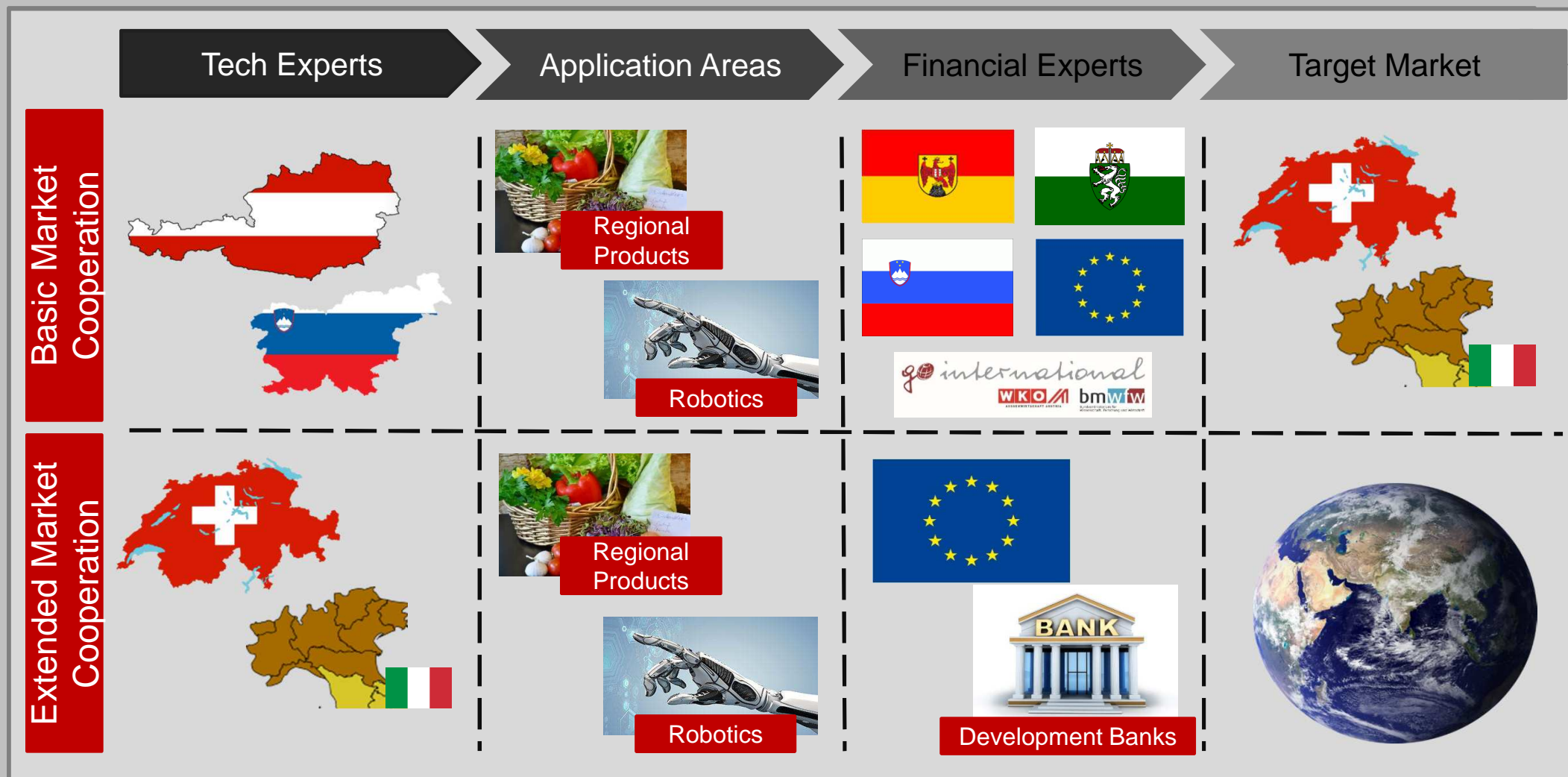


TRADITIONAL PATH TO MARKET

CO-CREATION PATH TO MARKET



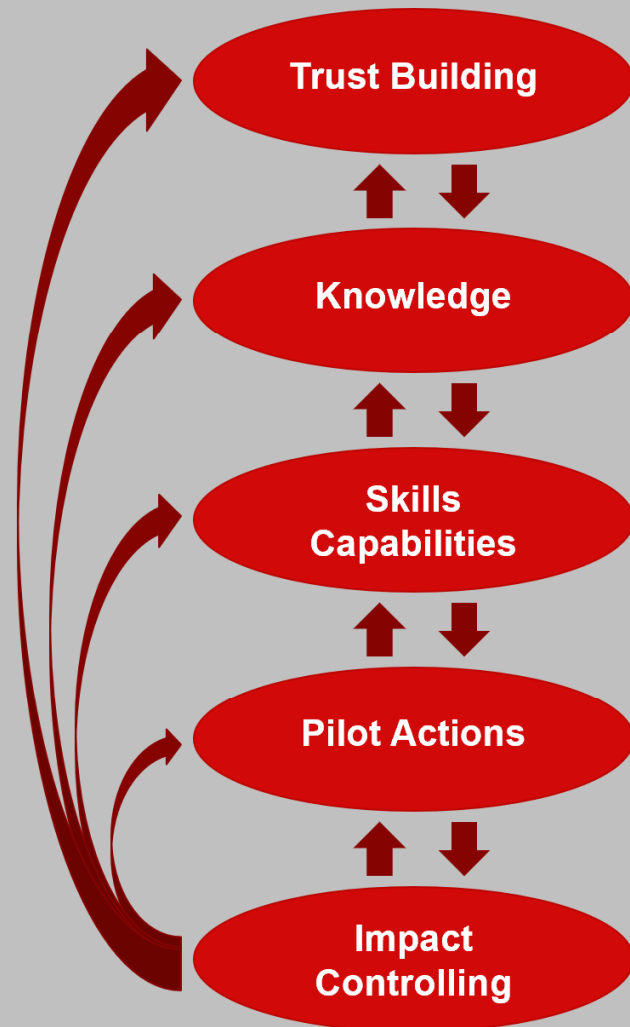
Target Markets: Passport to Export



Innovation Eco System in Northern Italy & Switzerland



How to Gain Market Benefit



- by gaining evidenced mutual benefits
- by joint exploitation of first success
- by sharing knowledge & resources

- to check multi-governance decision systems
- to adapt and enrich products and services
- to open new common markets

- to manage tradition and innovation
- to foster resilience in network cooperation
- to enable new forms of digital value creation

- quick-wins for motivation
- high benefit for capitalization
- strategic roadmap for long-term use

- monitoring of system elements
- feedback from target groups
- impact of pilot actions in detail

How to Gain Market Benefit



**First you need enthusiasm,
then discipline.**

Basic Check

... focused on your needs for internationalisation

Please check with your organisation:	YES	NO
Do you know the members of your regional innovation eco system?		
Do you know their main focus areas in detail?		
Do you know their past and current projects in detail?		
Do you know their international network partners?		
Do you know their main focus areas of the international network in detail?		
Do you know their past and current projects of the international network in detail?		
...		

Case 1: Industrial Internet of Things (IIoT)

WHO: Start-up from Austria

SUPPORT: University of Applied Sciences

- Find & train employees
- Design & implement pilot actions
- Workshops with potential customers in the neighbouring countries

NETWORK ACTION:

- Connect projects to expand market area
- Current main focus: D-A-CH region
- Align programmes between regions

FURTHER STEPS:

- Enter the Northern Italian market
- Use cascade funding to increase pilot actions with customers
- Join long-term initiatives of partner projects (e.g. Roadmap 2030 for Data Science)



Case 2: Healthcare Solutions

WHO: SME from Italy

SUPPORT: Consultants from Italy & Austria

- Upgrade documentation of use cases
- Open doors via meetings with Healthcare organisations in Austria, Germany
- Arrange workshops with hospitals and technology partners

NETWORK ACTION:

- Use partner network for direct contacts with high potential customers
- Develop and implement innovation projects with customers (e.g. INNOSUISSE)
- Set cross-sectoral meetings with industry to transfer expertise to further business areas

FURTHER STEPS:

- Finally sold to a German Industry Group – obviously too successful.



- (1) Upgrading Skills:** This kind of market innovation requires a change of the mindset within companies.
- (2) Mutual Learning:** The members of innovation eco system have to get closer to market.
- (3) Impact Controlling:** Case studies demonstrate high impact of the cooperative, long-term approach.
- (4) Open Markets:** Cross-sectoral cooperation becomes more interesting.
(e.g. robotics in industry, healthcare, farming).
- (5) Sustainability, Future Perspectives & Outlook:**
strategic policy making for advanced manufacturing, cross-programme cooperation,
cooperation with 30 regions, DG CONNECT, DG REGIO, DG RTD, DG GROW, EFFRA
e.g. Interreg Central Europe, CEUP 2030

GOOD LUCK !



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