



## **Stratinc Meeting Tenerife April 7 and 8**

### **MINUTES OF THE MEETING**

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The meeting was prepared by the Co-ordinator assisted by Mancomunidad de Tenerife  
It was held at Hotel Maritim in Los Realejos – Tenerife (Spain)

#### **Participants:**

##### Scientific Board:

Pauletter Pommier, Datar, expert “cluster”  
Michael Laubenheimer, expert TIC  
Michel Vivant, expert Intellectual Property (IP)

##### Project participant regions:

Tenerife: Joan Baez (Mannorte), Jose icente Gonzalez Hernandez  
Nordrhein-Westfalen: Suzanne Jacobs and Michael Guth (Zenit), Katia Käding (NeMA)  
Oslo Tecknopol: Knut Halvorsen, Jon Gunnar Aasen  
Murcia development Agency : Esteban Pelayo  
Central Macedonia Region : Isidoro Passas (Urenio)  
Conseil Régional de Lorraine : Pierre Bourgogne, Laurence Johannsen

##### Process consultant:

Lacave Allemand & Associés: Michel Lacave, Mireille L.Allemand

##### Evaluators:

Technopolis Group : Alasdair Reid, Philippe Larrue

**These minutes are aimed at emphasize what issues have been discussed, what questions have been solved and position agreed.**

- **You will find in Annex, a brief overview of the sate of the art presentations, in particular those scheduled at April 7, in the morning.**
- **The Annex must be considered as an important milestone state of the art at mid-project**

☛ *Please keep free to comment these minutes (laurence.johannsen@cr-lorraine.fr)*

## Sessions

April 7

### 1. Welcome address - Mr. José Vicente Gonzalez Hernandez (representative of the President Mancomunidad del Norte de Tenerife)

He explained as Mancomunidad North of Tenerife had selected the wine sector as it is one of the hot issues for the Island and due to previous studies, projects, and expectations of the professional (previous project under Recite II programme – Mundiempresa). The Island hosts around 10 millions tourists a year. The challenge is to improve the quality of the local wines matching with the tastes of the consumers. Improve the quality and create a market, is and innovative process which could be assisted by a PSIP.

### 2. State of the art of the project: partners presentations

See Annex 1, page 8

### 3. Evaluation of the project - Alasdair Reid

Presented of the methodology he will use and of the schedule of this *in itinere* and *in fine* evaluation with 2 deliverables: an intermediate report by July and a final report at the end of the project (April 2005). The evaluators will take advantage of this meeting to perform the first round of interviews.

## 3. PSIP Session

### 31. Introduction to Foresight – Lacave Allemand and Associés

The consultant emphasizes the importance of foresight due to the new role of the regions within RTD policies, as demonstrated by the call Knowledge Regions (FP-6 KR2) and as the next FP7 is drafted.

### 32. a case study: the Murcia challenge fruit juice processing industry – Esteban Pelayo

In depth presentation of the cluster which is led by a large company with advanced technologies, and two multinationals.

For the companies products and technology is the same, the key datas for the sector are:

- New products has doubled the demand in the last six years
- Process always implies heating
- New packages is always a hot issue

The partners of the Murcia Development Agency:

- National Spanish association of Fruit Juice producers
- CTNC – Agrupacion de conserveros – Ailimpo (which will host the PSIP on its existing platform)

Having learned from others, the objectives of the organisation are now:

- Implement a pilot test to develop a platform gathering the nine regional technology centres
- Provide a useful source of information to the fruit juices industry
- CTNC will assume maintenance

- Provide Information about technology

### **33. “Key technologies in France” 2005 – Pierre Bourgogne**

This is an example of foresight exercise, emphasising on procedures, and on objectives.

Oslo Teknopol commented that the methodology used by the French regions can't be applicable in Norway where foresight is a national level exercise, and managed by a national organisation.

### **34. Long term impact of SI on clusters – Paulette Pommier**

The presentation is an introduction to a general discussion on Foresight.

The French government decided a “technological cluster policy” one year ago through “Pole de competitivité”. A public call has generated strong expectations and competition among the regions, aiming at give visibility to territories having clusters improving its competitiveness. The SPL – Systèmes Productifs Locaux, as French clusters are called are supported by Datar and key factors of success are supposed to be:

- good management to produce:
- trust
- motivation of enterprise
- comprehension of their needs
- selection to information
- constructive dialogue with their parties
- long term vision and programme
- budget adapted

Some examples: Innotex (textile), Microtechnic, Capital game (video games, software), Pole Enfant (Textile –Cholet), Technic Vallée (metal cutting)

- **During the discussion following the presentations Oslo Teknopol demanded to clarify the role of PSIP and foresight**

PSIP is knowledge sharing/Foresight

There is not necessary a link between both, what can be combine, and why?

Differences will appeared following the area

- Zenit emphasizes the most critical issue of foresight which is the “process”

### **35. How to manage the testing phase – Isidoros Passas**

The main questions are:

- What will be tested?
- What is considered as a testing phase?

A few ideas for the testing:

- Definition :
  - Testing is a process of executing a programme with intend of finding errors
  - The second level is the explanation of the fault, failures, incidents, and errors
  - Test is finding failures on one hand, demonstrate a correct execution on the other one

- Classification of test : test methodologies (see presentation)
  - White box transparent and black box having input, outputs, events and requirements

There are three choices for the PSIP software tools implementation:

- Purchase of an existing tool,
- Outsourcing of the PSIP,
- Internal development.

20 companies of the ICT sector in RCM will test the PSIP

### **36. Introduction to the discussion related to the PSIP – MC. Laubenheimer**

MC Laubenheimer provides an overview of the ETI projects methodologies relevant to Stratinc

Its second point is a presentation of an example of a KM platform (TelecomValley – Sophia Antipolis), where everybody is involved in running the platform, each participating company liberates one staff person on a part time basis.

He stresses the fact that a platform creates a community and is trust building.

Precondition for the PSIP testing phase:

- A selection of users
- An elaboration and validation of a set of scenario or Strategic Intelligence reference processes

### **37 Intellectual property/ Legal problems related to a PSIP - Michel Vivant**

It is a specific issue related to internet platform.

IP corresponds at the same times to problems and provides solutions, in particular as a protection for the platform.

Law is everywhere.....

You must have rights if you want to transfer rights.

The presentation aims at identifying key legal issues for the PSIP (not at dissuading to set up PSIPs). It allows to contemplate from the beginning what to do to overcome problems.

## **4. Blueprint**

The concept of “blueprint” was decided at the previous meeting and a plan for contents has been adopted. After a short discussion it is decided to follow the plan adopted and the underwrote working plan.

41. Each partner is free to participate to the writing down, but will provide a contribution, at least its cluster case study
42. The first contribution or drafted chapters have to be prepared and sent to the Coordinator at a deadline
43. The different chapters are distributed as follows :

<b>Chapters</b>	<b>Partner responsible</b>	<b>Deadline</b>
1. Presentation of Stratinc	Lorraine	End of May
2. Awareness raising	Lorraine and RCM Urenio	End of May
3. Methodologies : Foresight Benchmarking	Zenit – NRW RCM - Urenio	End of May
4. Tools	RCM Urenio which prepares a summary of the benchmarking of the software (4/5pages, with a contribution of Mancomunidad North of Tenerife	End of May
5. Pro active functioning	NRW	End of May
6. Clusters cases studies Template	NRW	End of April
Clusters cases studies	Each partner for its cluster	End of June
<b>ADDITIONAL PAPER</b>		
7. Synthesis of the SMES needs surveys	Oslo Teknopol (dedicated to feed the introduction) – ¾ pages	End of June

April 8

## **5. The Mancomunidad experience: the three aspects of the wine market – Javier Abad Cantero**

The Winet-net.com platform is managed by a part time person who works also as an employee in a winery, demonstrating the inter-relation between the “professional” and the cluster “organisation” (or organisation to-be); an oenologist has been appointed. The overall objective is the improvement of the quality of wine, the development of a regional market and of an international market through the tourists flow.

The experience of Wine-net.com started at the beginning of the year. The objectives are to satisfy the demand of wineries and wine producers regarding the wine market (regulation), management of specific information (technology, training session, etc.). The web platform has been done for users which do not know very well about the internet.

### **SAT Bodegas Bilma – Miguel Angel Perez Gonzalez**

In Tenerife the most challenging was the improvement of quality and technology and a strong marketing. From 1985, the Consejo Regulador, is helping to increase quality and technology (DOP, etc.) taking into account the lessons learned from the banana sector.

That means concentrates on good quality with selected grapes (cabernet, etc.) taking into account its variety to diversify the products.

Nevertheless we learn to produce but not to sell, marketing is hampered by

- Too many regulation organisations
- Marketing based on the “farm” not on product
- Not clear target on red and white wines

Joint effort to promote a brand CANARY WINES

#### Discussion:

*What PSIP can do for you?*

Many things, making cluster is the only way to do marketing (see banana). We are not organised, and the Mancomunidad is trying to organise the cluster

*Winet net can support access to new Technological and Scientific knowledge ?*

Technology is very important for us, due to the competition, RTD about vineyards and varieties (around 100 different varieties in the Island)

But it is not a clear between a strategy of “niches”, and a global strategy.

## **6. COCOM 4**

The process consultant has prepared a presentation pointing the activities implemented, achieved and those to be done.

### **61. Bulletin**

The bulletin was prepared at the end of 2004 aiming at overcome the weak communication flow.

It is adopted:

- Murcia prepares an issue
- The issue will content :
  - the partners opinion on the Tenerife discussions and agreements; the status of the publication (blueprint)
  - justification regarding the choice of PSIP software (why an other one than the recommended)
- Murcia is in charge of the collection of press releases : press book on Stratinc focusing on the different meetings

## 62. PSIP

A decision is taken regarding the implementation of the test phase of the different PSIP.

The testing phase has to be a learning process and instrumented by each partner according to:

- Objective
- Agenda
- Context

Michaël Laubenheimer assisted by Isidoro Passas will propose a scenario and guidelines for this activity.

## 63. Legal framework

The process consultant is mandated to prepare a *summary* or « legal common rules » related to IP (deadline first week of June)

## 64. Finances

Laurence Johannsen presents the financial issues, in particular it is commented the under spending.

It is asked:

Each partner sends to Lorraine a provisional budget by categories before end of April  
(Already done for RCM and NRW)

## 65. Evaluation

The evaluation methodology proposed by Tecnopolis is adopted by the COCOM

## 66. Next meetings:

It is decided to meet twice

- In Murcia at 13/14 October
- In NRW 12/13 January

## **Annex 1**

**April 7**

### **Session 2: Partners presentations**

Each partner presented in depth the state of the development of the project. Each prepared a power point presentation which will be inserted in the Stratinc web site.

This state of the art was crucial at a critical point of the project, in order to have a view of the project implemented at each regional and sectoral level, and in order to better understand the understanding and focus of each regional partner.

#### **21. Mancomunidad de Tenerife : Joan Baez**

The web portal dedicated to the wine sector has been open by the end of 2004

[www.wine-net.com](http://www.wine-net.com)

OKODEX solutions is the company which has been contracted to develop the platform, according to the idea that the final users are stakeholders participating to the elaboration of the tool.

Additionally a Winet net magazine is published; it is an important instrument due to the fact that the whole wine producers have not an internet connection.

Astiven, the local association of wine producers, is the leader of the platform.

Around 4,000 people are connected

#### **2.2 Murcia: Esteban Pelayo**

##### **Fruit Juice companies**

The partner has selected its stakeholders which will host the PSIP and contribute to its implementation, development and test.

The stakeholder is: Centre Tecnológico Nacional de la Conserva.

The URL address will be on: [www.ctnc.es](http://www.ctnc.es)

The software facilitating a “Strategic intelligence” dimension to the platform is not selected at the moment and its selection is not easy. The design of the PSIP is not done, nor the collection of contents.

It is expected that the CTNC experience will guarantee the sustainability of the PSIP.

Within this context the platform is oriented to the capitalization, dissemination of the CTNC expertises through a “customization” of software in relation with Strategic Intelligence.

It is expected to open the PSIP in September 2005

#### **2.3 Oslo Teknopol: Knut Halvorsen**

The Biotech Cluster – Life science within the Oslo area has established a PSIP which rely on the *Medcoast Scandinavia* Life sciences database.

OT is an inter-cluster managing organisation, but it is a very unclear power structure in the life science cluster, generating and consequence of a lack of trust between the key actors.

Within the context of the biotech cluster, it is obvious that the companies which are on a very competitive market do not pretend to share strategic information, but they need more knowledge on the cluster itself – cluster life, cluster improvement, cluster partners, and

competitors. On the other hand, the activities which have been run have generated trust between key actors in the cluster, as result of the different meetings, and more and more OT is acting as a secretariat. At the end, Oslo Teknopol is very committed with the Medcoast organisation (Oslo and Goteborg co-operation) to create a south Scandinavian new network which is also part of the Scanbalt organisation (last meeting November 2004), as it is obvious that the Oslo area alone is too small to appear on the map in Europe as a biotech cluster-pole of excellence.

This long term implementation, and “cluster” creation which is proceeding from Stratinc is at the moment part of a larger and integrated policy.

In that context the PSIP is a marketing tool, in fact a meta-tool, for the cluster it self; the added value of the project is related to the organisation of the biotech –life science cluster within the Oslo Region, helping the cluster to become more visible on the global competition, watching what others clusters are doing;

Through the National research Council, OT is participating to a foresight exercise on life science.

#### **2.4 NRW – Suzanne Jakobs -Katia Käding NeMa**

NeMa : new material NWR (nema is 5 persons, 715€a year for fully fledged companies, and 500 for start ups, 88 Companies); Nema is a center of competences for advanced materials (plastics and ceramics)

Nema offers to its members a market place on advanced materials and the opportunity to have an internet home page, access to trends scouting information (done through contacts with research centers and ministries, technological centers, etc), trade shows, press releases,

PSIP is an instrument for trust building, strengthen the network to develop

The choised software is: Bazaar 42, which supports knowledge-based dialogue in order to exchange and generate knowledge

For Zenit, the NeMa supports with its knowledge about the sector and SMEs is an input to the project and an engagement to create a PSIP (60 SME have given an agreement to participate to the testing phase).

Kick off workshop: 22 April

Objectives (see slides): attract 10-12 experts in a first round, enlarge participants number till 80-100, option to integrate customer within the virtual network

The companies must contribute to the network

Murcia declares that the overall procedures and issues have provided good ideas.

#### **2.5 RCM - Urenio – Isidoros Passas**

Overview of the economical context in RCM, and of the sectoral context, Reminding of the implementation of the project:

- Survey : 111 companies ICT – 40 selected – 21 answers + 5 ICT association companies
- Selection of a software : corresponding to the demand of ICT cluster **SI Watch Tool**

The next step is the testing phase of PSIP:

The two main scopes of PSIP are: communication and constitution of database  
It appears that the problem is the selection of a business model guarantying the sustainability of the pilot platform

## **2.6 Lorraine – Critt Bois**

An historical overview of the wood sector is presented focusing on the SMEs needs identified.

Information is a hot issue, and changes related to its content have appeared. The critical issue today is knowledge management inside the companies. Promoting the KM will be the next challenge for CRITT Bois, and the objectives of KM are focused on the organisation of the flow of information. The CRITT Bois KM must be transferred to its companies.

OT added that it was crucial to combine informal tools (face to face) with strategic intelligence tools (platforms)

Work Planning April- October 2005

month week	APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
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<b>Next meeting: Murcia</b>																												