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# ESoCE-Net Industrial Forum 2007

## Collaborative Clusters for Innovation

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3<sup>rd</sup> December 2007

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# Introduction

- Who are we?
  - New Public/Private Body created April 2006
- What's our motivation?
  - Championing SMEs to win new business
- Collaboration Culture
  - Win/Win or no deal
  - Linked to relevant international partners
- International Markets
  - Challenges and Opportunities



# So What Do VENs Do?

- Businesses are **pre-qualified** to work together in a highly flexible collaborative culture
- Business use a **common IT** infrastructure
- Businesses are **configured to the exact needs** of end customers or markets
- Business develop excellence in commercial planning, rules, legal systems, governance and most importantly:
- **Share success in an open and equitable manner**





## What we are not...

- A guarantee or underwriter of success
- A business competence developer
  - (conflict of interest with accreditation status)
  - However, we can introduce to developers





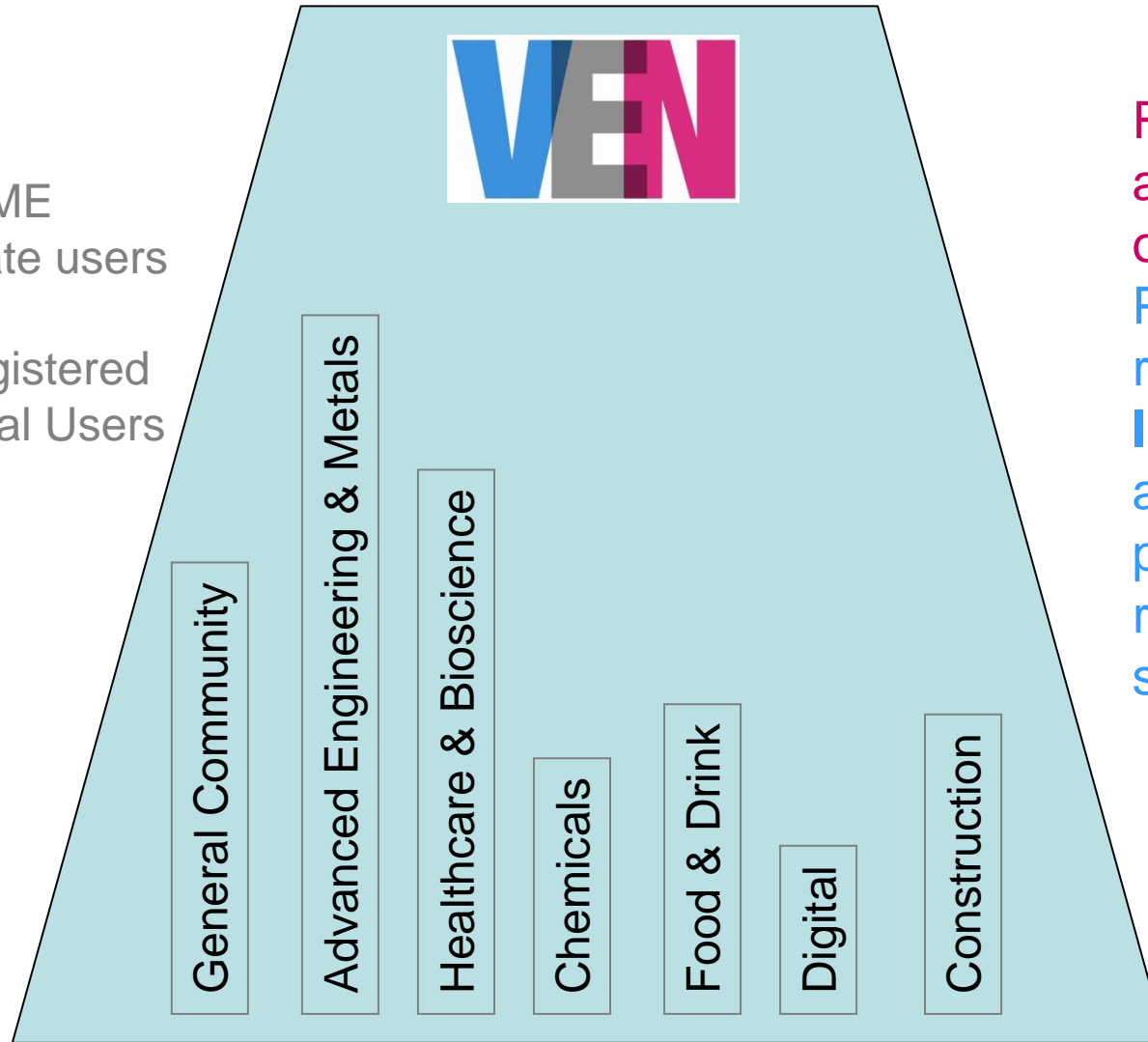
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# VEN Regional Focus

350+ SME  
Corporate users

819 Registered  
Individual Users

March 2006



Regional Focus  
as a condition  
of funding  
Problem: VEN  
recognises that  
**International**  
acceptance is  
paramount for  
regional  
success

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## VEN - Which comes first?

- Community Development?
- Opportunity generation?
- From our experience – **both**
  - Regional Agencies lead development of clusters with Innovation competence.
  - Business use 'Trusted Community' partners to exploit VEN Methods and Competence for profitable bid conversion.

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## Where do Opportunities come from?

- Members – bringing opportunities which they could not normally pursue
- Commercial Brokers may use this service
- Procurers and others may come direct as they become more aware of the benefits
- Some opportunities may be instigated by VEN from time to time

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# Healthcare Example

VEN builds successful  
alliances to develop new  
business with leading organisations

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# Regional Health and Cluster Wealth

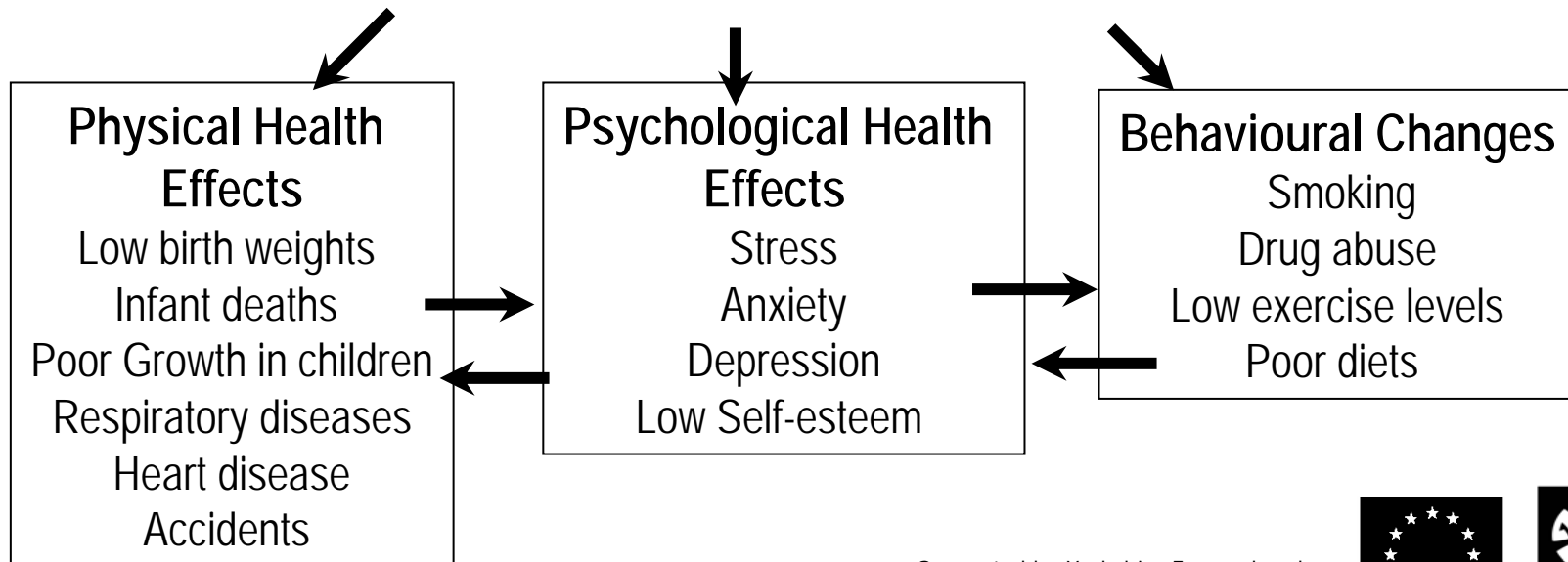
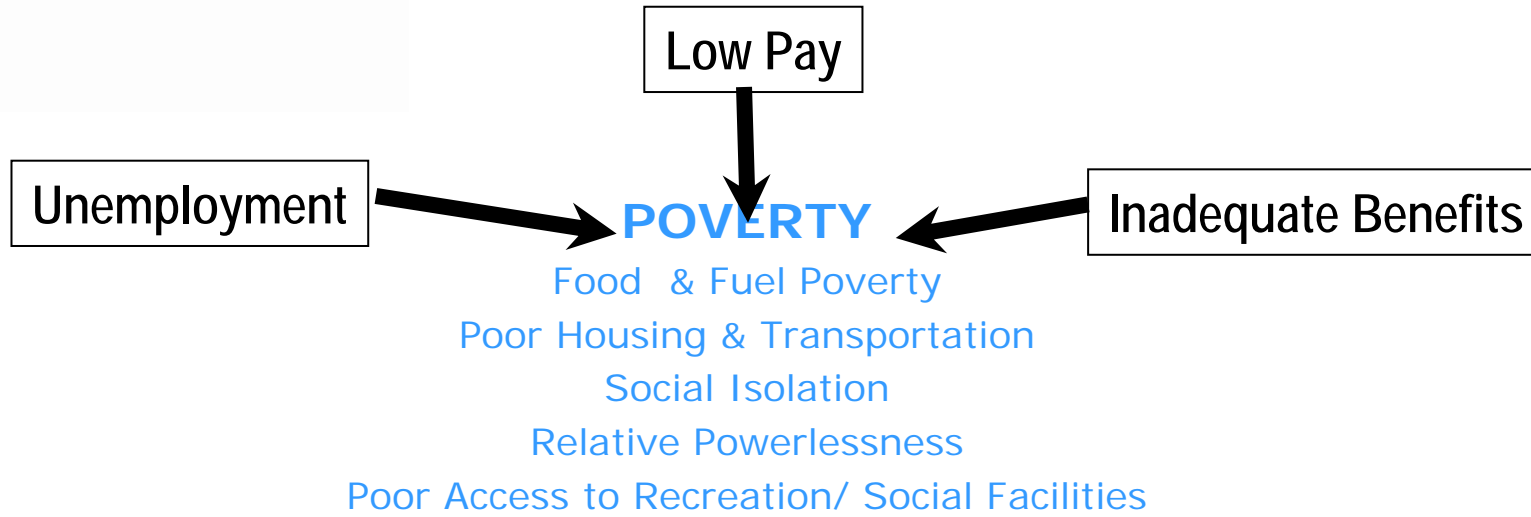
- Healthcare
- National Health Service
- Sustainability – a point of view
  - Pressure on the NHS operational units to cut costs and meet performance targets.
  - But.....
    - Total healthcare system view point....

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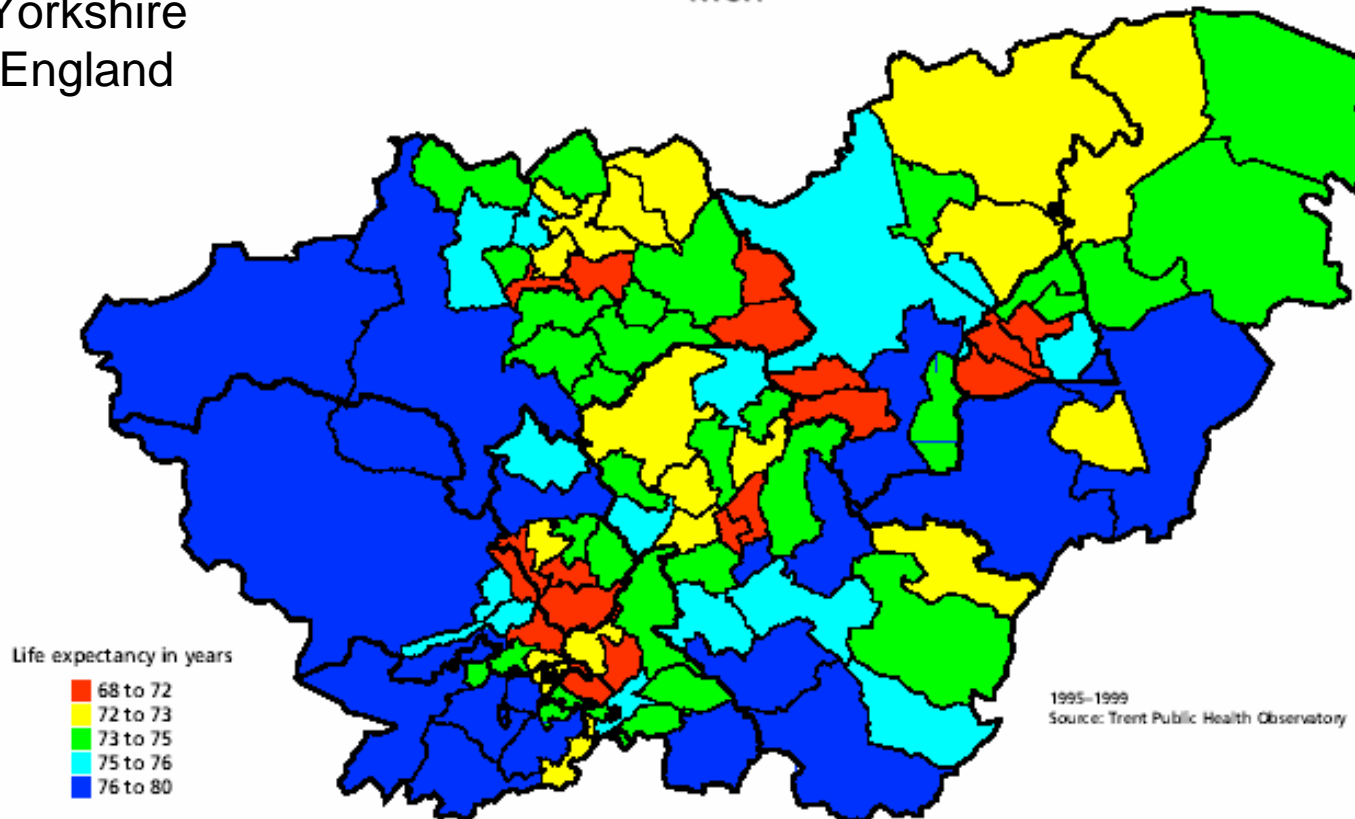


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# Geography of Disadvantage Life Expectancy in Region

Yorkshire  
England

Life Expectancy  
Men



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# Regional Health and Cluster Wealth

1. Winning NHS Hearts and Minds
  2. Supporting the Development of NHS Buyers (Professional community)
  3. Incorporating social considerations (VEN principles) into the Core Purposes of NHS Contracts
  4. Rolling out Healthcare VEN in parallel Buyer developments.
- Goal Increase Cluster Wealth reduce Healthcare costs

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# VEN – Lessons learnt

- Regional Agencies and Business cannot act alone
- Linkage is essential between regional strategies and Business (esp. SME) competence development.
- SME business need significant support to adapt.
- RDA need to support each other – else isolated islands exist.
- RDA **MUST** have **Transition** Strategies in place
- *Competitiveness with the ability to adapt – Hence Innovate – Cluster Life Cycles*



# Finally – A request.....

- VEN is interested in informal links other RDAs and Industry groups.
  - Share experiences
  - Mutual Support
  - VEN has significant experience in specific clusters such as Healthcare, ICT and Aerospace.
  - Define a common vocabulary
- VEN recognises that International adoption of Innovative VEN communities is essential.
- VEN is looking for potential partners.
- **There still much to be accomplished!**





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*Thank-you for your time and attention*

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