



MIRIADE

**Agency for Innovation and Business
Development In Basse-Normandie (France)**

Strategy – Results – R&D Projects - Andalusia





MAIN REASONS TO INVEST IN LOWER NORMANDY

Territory with Fighting Spirit

- The word « Normandy » has a worldwide fame
- 25 millions of consumers with the highest standard of life in the world from less than a 3 hour road trip
- International level for various industries : Nuclear, Agrofood, Horse industry, Monetics, etc.
- Five poles of competitiveness to maximize competitiveness between research centres and companies
- Multimodal logistic resorts (international airports, Le Havre harbour and a railway system connected directly with Paris)
- International Higher Education system (3 000 Researchers in Private & Public Research)



STRATEGY OF MIRIADE

- 1) A clear **objective** : increase sustainable GDP by the creation, multiplication and the success of offensive and/or innovative projects
- 2) A clearly identified **environment** :
 - ✓ Customers : **companies, R&D structures and Higher education Institutions**
 - ✓ Operational partners or *with strategic potential* : others
- 3) A clear **offer** : « Products for innovation »
- 4) An integrated **model** : innovative offer → marketing for generating projects → production → services
- 5) A flexible **organisation** : 16 people ; operational/functional ; perfect gender balance
- 6) A **team** with increasing professionalization :
 - ✓ Professionals' recruitment for jobs adapted to the customers
 - ✓ Training = 5 % of wage bill
- 7) Measurable and transparent **results**
- 8) A « minimal » **budget** : 2009 < 2007

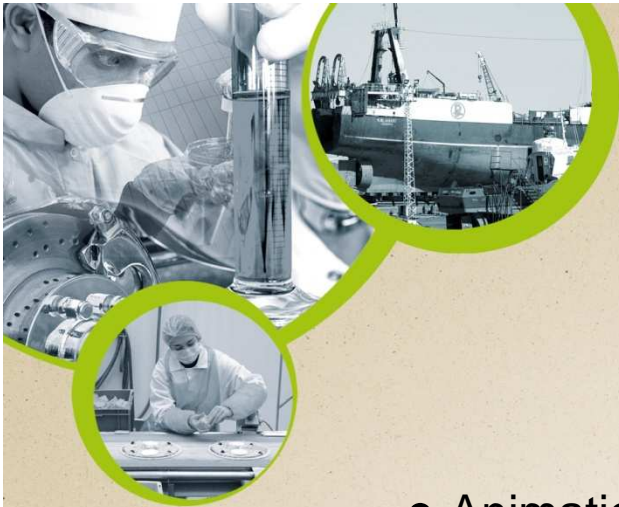




ENGINEERING OF MAIN INDUSTRIAL PROJECTS

- 21 main industrial projects detected since 2 years: Inv. = 180 M€ ; Empl. = 1 000
- Detection → From easy to complex Engineering (R&D, HR, etc.) with STRAT methodology + MIRIADE rating → Recommendations to local politicians through Directions of the Regional Government in Basse-Normandie
- One MIRIADE's project leader per project





A ROLE OF LEVER

- Animation of a network composed of more than 100 regional experts specialised in innovation, business development and technology
- Integration to the national network
- Animation with coordination committee : State + Region + Oseo (National Agency for Innovation support & Funding) + Miriade





POLES, SECTORS AND COLLECTIVE ACTIONS

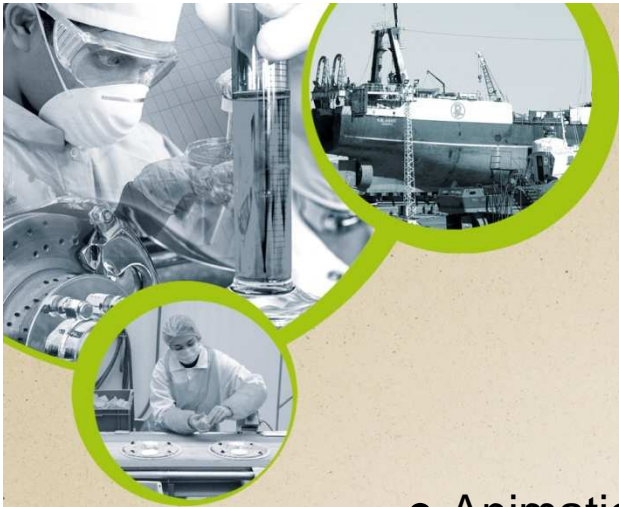
- *Products for innovation* made for member companies of the technological sectors, poles of competitiveness or their universe:
 - Automotive sector : ARIA BN = R&D bridges, CI, Scan R&D and Scan Europe
 - Subcontracting : SOTRABAN = BtoB bridges, Project Manager at disposal
 - Agrofood sector: ANEA = R&D bridges, CI, Scan R&D and Scan Europe
 - Logistics : FCL -BN = CI, Scan R&D and Scan Europe
 - Boating/Yachting: FINN = R&D bridges, CI, Scan R&D and Scan Europe
- Participation in the work of local Poles of competitiveness by the financing of 3 studies (Equin, Hom'mer and Mov'eo in 2008) + 2 R&D bridges (Mov'eo)



RESULTS

- Achievement of 9 main innovative **industrial projects**
 - Engineering of Public Financing
 - Gestation of main industrial projects flax/eco-materials
- **Collaborations between industrials and researchers**
 - Consultancy benefits with or without CI
 - Financing of PHD thesis with the French Ministry of Research
 - Main innovative projects
 - European projects (Interreg 4B, Interreg 4A, FP 7, CIP...)
- **Collaborations between industrials**
 - Diversifications to reduce risk
 - Proximity to reduce costs
 - Management of subcontracting networks





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PRODUCTS FOR INNOVATION

- **Bridges** *(13 carried out since January 2008)*
 - R&D (7)
 - B to B (3)
 - NOW (3)
- **Studies** *(4 already achieved by a Consultant Agency)*
 - Hom'mer (European projects for Marine Innovation)
 - Valorization of Flax (with Mov'eo)
 - Regional Attractivity for Investors of the Horse Sector
 - Valorization of Norman by-products
- **Scan** *(R&D diagnostic realised by a MIRIADE Project Manager in a Regional SME)*
 - R&D
 - Europe
- **Main European Innovative projects**
 - Aqua Protect: Atlantic strategy based on Marine Innovation
 - Eco-materials





Interest in Andalusia

- **Consolidation of institutional links with Andalusian Organisms specialised on Innovation Transfer**
 - Meeting with Representatives from the Chamber of Commerce
 - Meeting with Representatives from IAT
 - Others...
- **Identification of future R&D European projects (FP 7, CIP: ETAP, Interreg IV B AA) on**
 - **Food Quality:** existing links with companies from Lower-Normandy, Northern Ireland and Bask Country + Interest to extend the network
 - Valorization of **Flax** (one of the largest industrial project to be developed in the next coming years in Lower-Normandy)
 - Regional potential of the **Horse** Activity (World Equestrian Games in 2014)
 - Regional interest for projects on **ICT** and in the **Bio-medical** sector
 - Marine Innovation (currently developed projects)
- **Meetings with Researchers and visits of local companies with specialisation on the sectors listed above**





LOOKING FORWARD TO MEET WITH YOU IN SEVILLA 2-3 July 2009

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