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**International Course on Research and  
Innovation Management**

**VISEGRAD, HUNGARY**

*10 - 21 October 1993*

**FINAL REPORT**

## **GENERAL BACKGROUND**

To this Course participated 24 students coming from industrial laboratories, scientific research laboratories, banks involved in venture capital and state organizations dealing with research.

The Course was organized by UNIDO-ICS with the participation of the Hungarian Chamber of Commerce and other Institutions of high standing.

## **AIM OF THE PROJECT**

Science and technology are among the key driving forces of change and development of today's societies. Enormous investments in scientific research, technology and innovation are made by governments and private industries. An important new characteristic of this development is the increasing scientific and knowledge content of industrial products and processes. Scientific research in universities and independent institutions has moved closer to industry in order to gain in efficiency of commercialization. The more society invests of its financial and human resources in scientific and technological research, the stronger will be the demands by society and governments for quick returns on investments. This additional dimension is the dramatically increasing international competition. It seems that Japan, better than other countries so far, has succeeded in the effective transformation of the pool of scientific and technological knowledge into industrial products for a world market.

To address these issues and prepare scientists to weight up and tackle successfully the problems connected with the management of modern research activities, the International Centre for Science and High Technology (UNIDO-ICS) has organized on request of the states several International Courses on Research and Innovation Management.

The participants supported by the *European Institute for East-West Cooperation* were professors P. Bisogno, Prof. G. Abramo, Prof. R. De Maria and Prof. M. Hoffmann. They were involved in the preparation of the teaching and training materials which included also reproduction of training materials to be distributed to the participants. They were also directly involved in teaching and training of the participants during the Course.

Prof. Hoffmann was teaching for one full day the following topics under the subject "Analysis of Target Areas of Scientific Products":

1. Analysis of Internal Markets in Hungary and EC
2. Product cycle
3. How to market scientific products
4. Marketing with IT
5. New business ideas and prospects

One full afternoon was also devoted to a practical training session on "How to determine priorities".

Prof. Abramo devoted one day to the subject: "Technical and Economic Monitoring of R & D Projects" with the following topics:

1. Human Resource Management
2. Managing the Innovative R & D team

Prof. De Maria was responsible for one day teaching & training on the subject of: "Research, Creativity and Innovation in Action".

He presented the case study of the Prato textile industry in which a traditional industry was reorganized and made competitive and successful through a heavy component of new technology.

Prof. P. Bisogno was responsible for the section on "Financing of Research, Innovation and New Product Development" with the following topics:

1. Financing of Research and Innovation Technology Policy in the '90s
2. New Product Development

## **CONCLUSION AND GENERAL RECOMMENDATION**

This Course which was held in Hungary had, as a peculiarity, a high percentage of Hungarian participants. They were carefully selected with the assistance of the Innovation Chamber. This selection highly improved the impact and the success of the Course on the local problems and environment. *The European Institute for East-West Cooperation* infact organized two preliminary seminars with the Hungarian counterpart in order to better focus on the problems of the Hungarian economy.

On the basis of this experience the *European Institute* would suggest that in the planning of the future activities related to the **International Course on Research and Innovation Management** two different paths be followed: one should be the organization of a truly international Course for one month every year, through which new ideas and the introduction of new technology might be introduced and experimented.

At the same time every year an intensive Course of ten days should be organized in a country which makes a request for this specific assistance. This will assure the integration of the Course activities with the scientific, economic and cultural tradition of that specific country.

*The European Institute for East-West Cooperation* has particularly enjoyed the cooperation with UNIDO in this occasions and is looking forward to being involed in future activities of this very important sector.