



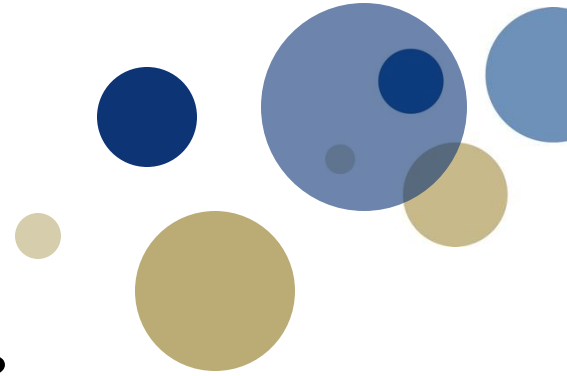
Norwegian University of
Science and Technology

The Increasing Importance of Impacts & Synergies for a Competitive Europe: From Local to Global

Massimo Busuoli, Director of NTNU Brussels office

Enhancing Local Impacts & Synergies of EU R&D Funded Programmes

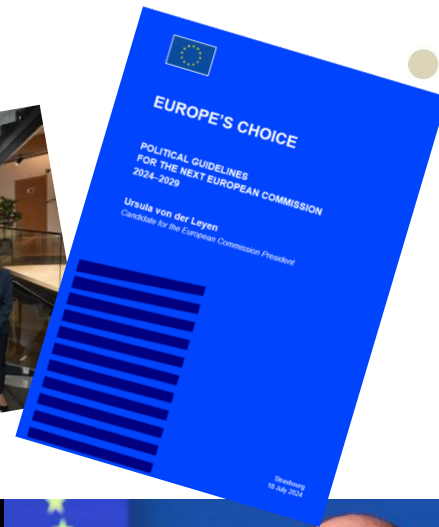
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EU: A future favourable Framework for knowledge valorisation

- Some Common Keywords:

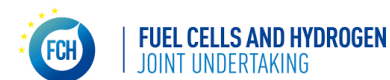
- EU Competitiveness
- Importance of R&D
- Breakthrough Innovation



The future —
— of European
competitiveness



EU: A world of alliances, initiatives and platforms..





ACTIVE INVOLVEMENT

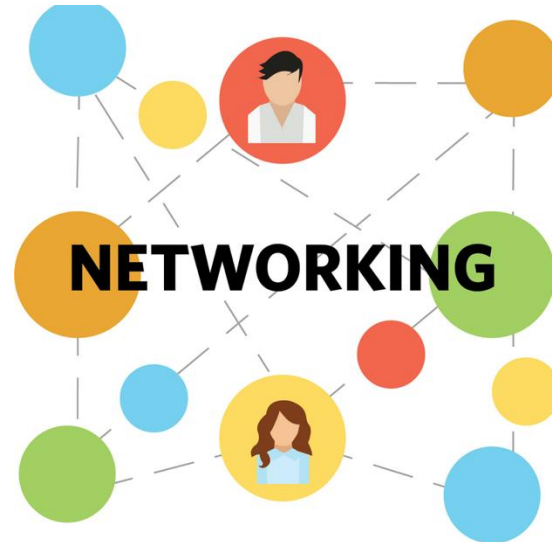


*picture: middleburg eccentric

Important ingredients to succeed in Europe:

POSITIONING

AND



Start early to impact later

- Underestimating your competences/asset is not an option
- Identify your community/action and invest in entering
- Give yourself time before having significant returns (1-2 years at least)



Example of Local vs Global

- Preparatory Support and Transfer Actions (Technology Transfer initiative led by the EC some years ago prodromic to the current Digital Innovation Hubs)
- Successfully implemented a Finnish Technology in Italy through engagement of local experts
- Today this is a product on the market

Success factor: the network of reference of the initiative allowing to valorise local competences giving the European Dimension

Final consideration

