



NEWSLETTER

new technologies

may 1984 28

Second Meeting of the Consultative Committee for Innovation and Technology Transfer

The second meeting of the Consultative Committee for Innovation and Technology Transfer (CIT) took place on May 3 and 4, 1984 in Luxembourg.

Since the Commission had taken a decision concerning the preliminary priorities for 1984 for actions in connection with the plan for the transnational development of the supporting infrastructure for innovation and technology in April, the main topic on the Committee's agenda was the discussion of a number of corresponding actions proposed by the Commission services.

The Committee gave a positive opinion on the following items:

- first steps to create a Community-wide technology awareness scheme of the results of research based on the British TechAlert experience: in this domain, a first meeting of national experts is planned;
- start-up support for the European Venture Capital Association (EVCA) that was founded in 1983: EVCA's purpose is to 'provide for the examination and discussion of the management of and investment in venture capital in the EC, with a view to developing and maintaining a venture capital industry as a means to finance innovation and small and medium-sized enterprises with equity, and to establish high standards of business conduct and professional competence';
- studies on the questions of how to increase the efficiency of the transfer of technologies relevant to local authorities. Two prefeasibility studies were proposed, one concerning an attempt to establish a Community-wide technical periodical „New local government technology“, to be issued by the Standing Technological Conference of European Local Authorities (STCELA), the other dealing with a suggestion to create a transnational information service on pilot schemes and demonstration projects in the field of new local government technologies which also could be run by STCELA.

Agreement in principle was reached on the content of a number of other projects notably on actions designed to promote the transnational cooperation between technology and management advisory services in Europe, and to establish a network of human contacts between these services by means of exploratory visits and professional exchanges of transfer agents.

The Commission services have been asked to outline these projects in more detail.

The next Committee meeting is scheduled on 14-15 June 1984 in Luxembourg.

Founders' Meeting of the European Association for the Transfer of Industrial Information — TII

Luxembourg, 4 May 1984

The meeting, announced in the Newsletter 25, was attended by about 80 delegates and chaired by Dr. A. PEDINELLI, CNOS-Tecnoservizi, Rome.

The agenda covered the approval of the draft statutes of the Association, the presentation of the budget for 1984/1985 as well as the admission fee, the discussion and approval of the working programme for 1984/85, the election of the board of directors and of two auditors.

The draft statutes were approved after a short discussion and signed by almost all delegates, who also approved the budget for 1984/85 including the proposed initial admission fee of BF 3.500,— for individual membership. The admission fee, which has been kept rather low intentionally with the aim of encouraging as many organizations as possible to join the association, may in due course be increased depending on the range of services provided and keeping in mind that the initial financial aid of the Commission will in time decrease.

The working programme comprises a chapter devoted to relational activities among members; organization of visits in different Community countries for groups of members, exchange of personnel among TII agencies, a network for the exchange of valuable technologi-

es among TII agencies, as well as a directory of the members of the association. Working groups will also be set up each dealing with one of the following subjects: relationship with existing institutions (European Community Institutions, Chambers of commerce, Council of Europe, etc.), relationship with information providers and networks (AFNOR, Euronet DIANE, etc), development and harmonization of services, etc.

A provisional Board of Directors was elected consisting of one representative for each Member State: P. DEGOUL (ARIST-Alsace, France), B. W. ERIKSEN (DIC, Denmark), H. GALL (Handelstag-Germany), B. GROENEVELT (TH Eindhoven-Netherlands), D. KODONAS (ELKEPA-Greece), R. McSHERRY (IIRS-Ireland), A. PEDINELLI (CNOS-Italy), J. PELLIS (IPCM-Belgium), J. P. SCHMIDT (Chambre de Commerce-Luxembourg), W. C. WATTS (PERA-U.K.). Were elected as auditors: BUCKLEY Delville Haskins & Sells (Belgium) and P. CATTAPAN, Tecnomedia Udine (Italy).

The board of Directors has designated Ch. GLOECKNER as Secretary General of the Association.

It has further been decided that one representative of Spain and one representative of Portugal will be co-opted within the Board of Directors as observers without voting right (Art. 13 of the Statutes) to prepare for the admission of these two countries to the Community.

It should be stressed that the membership of the Association is open to all individuals or organizations (consultants, advisers, brokers etc), active in the public or private sector, which are professionally engaged in the transfer of technology and industrial information.

It is intended to seek to set up links, in line with article 4.5 of the TII Statutes, with non-profit-making associations pursuing similar objectives.

Finding markets for Europe's innovative industries

The Commission held a symposium in Luxembourg on 15 and 16 May 1984 focused on the ways of improving the penetration of innovative products on world markets.

Innovation used to be associated principally with research, but experience has shown that whereas investment in research and development is very necessary, it is in fact far from sufficient in itself to bring about innovation. It should indeed be emphasized that innovation can be said to have taken place, in the full sense of the word, only once profits start to be earned out of the sale of a new product or service. Thus it is becoming apparent that the main elements of innovation are probably financial skill, good management and commercial astuteness.

The subject of the symposium was 'increasing exports through the coordination and finance of **joint efforts** to sell new goods and services'. The emphasis on 'joint efforts' must be explained. It is not enough to leave the task of conquering markets to large firms. The smaller firms have managed to assert themselves collectively as the key to the future of the European economy for a number of reasons, one of which is their ability to snap up a new idea and develop it quickly. On the other hand, one of their handicaps in comparison with larger firms is the forbidding nature of tackling alone the financial risk of penetrating foreign markets. Thus one effective way out of this di-

lemma is for groups of smaller firms with complementary products to face this challenge jointly with a view to sharing risks.

This can be done at a national level, but there are considerable virtues in doing it on a transnational basis in order to take advantage of diversity of technical backgrounds and a pooling of knowledge about markets.

This way of working, however obvious an answer it may appear to be to the above dilemma, is not easy to apply in practice, if only because firms are often reluctant to abandon their independence. The symposium showed that considerable expertise has been accumulated in various countries of the Community on the coordination methods which permit these difficulties to be overcome.

The Commission is examining the possibility of launching one or two large-scale pilot projects, under the plan for the transnational development of the supporting infrastructure for innovation and technology transfer, decided by the Council towards the end of 1983, to demonstrate the potential of coordinated joint marketing ventures.

It is not impossible that some of these ventures may qualify for support under the European Innovation Loan Scheme, once it has been approved by the Council of Ministers.

For further information, write to Mr J. M. GIBB, Commission of the European Communities, DG XIII, B. P. 1907, Luxembourg, or call Luxembourg 4301-2918.

Innovations from Community Research

Plasmasol® automatic sample solution maker

Computerization and micro-electronics are resulting in increasingly efficient modern chemical analysis. Physico-chemical liquid analysis techniques are widely used in research laboratories and for quality control purposes in manufacturing industry. The weakest link in the chain of chemical analysis has been the preparation of sample solutions for analysis, and this has held up general progress in the technology.

For this reason the French steel research institute IRSID took its highly successful PERL'X solid sample maker as a model and, with financial aid from the European Coal and Steel Community (Directorate-General XII/C2, Technical research — Steel), developed the PLASMASOL machine to carry out the rapid, easy and accurate preparation of solutions from solids, for analysis in solution analysing equipment.

Using an appropriate solvent the PLASMASOL machine can produce a solution from all non-metallic materials occurring in the steel industry, including iron ores, agglomerates, blast furnace slag, cinder, dusts of various kinds, refractory ores and the various additives used. However, the machine's applications are not restricted to iron and steel; raw materials used in other industries such as glass and cement-making may be treated, as can samples from geological prospecting.

Total sample preparation time is under 7 minutes. The composite crucible (IRSID patent) allows 100% use of the fusion product, thus eliminating the need for any further weighing operation. In addition, no cleaning of the crucible is necessary.

A microprocessor controls progress through the various operations. Six programmes may be memorized and parameters selected in such a way that a full

range of materials may be prepared by the selection of the most appropriate programme.

PLASMASOL is small in size with low power consumption; it is quiet in operation and meets the most stringent safety standards. It may be used either in a central laboratory or in quality control on a production line. It is likely to revolutionize working methods in laboratory analysis as a result of its simplification of the problem of dissolving powder materials. PLASMASOL was invented by Mr G. WILLAY, Mr A. WITTMANN and Mr G. JECKO of IRSID (F-57210 Maizières-lès-Metz). The patent is held by IRSID.

A manufacturing licence has been granted to

Soled
route de Boussange
F-57300 Mondelange, France
Tel. (8) 771 48 32

and a marketing licence to

Philips (Division Science et Industrie)
105 rue de Paris — B.P. 62
F-93002 Bobigny, France
Tel. (1) 830 11 11

Two new studies on innovation problems

The Commission of the European Communities is publishing two new studies in the field of innovation and technology transfer:

1. **'Study Into EC-Wide Criteria For The Identification Of New Technology Based Enterprises'** was carried out under EC contract by M. CLAYTON and T. MITCHELL of Price Waterhouse (Brussels).

Since the efficiency of public support for new technology based firms, which represents a major tool to stimulate innovation and technology transfer, depends strongly on the identification of these enterprises and their needs, it is the overall objective of the study to investigate the possibility of establishing objective Community-wide criteria for the identification of such enterprises, notably by basing these criteria on data normally available in accounting records. However, it is the outcome of the report that few financial data are relevant in this context. Since these data fail to indicate the quality of an innovative idea, it is recommended to relegate them to a supportive role and to give priority to criteria which address the central issue of technological feasibility and management skills.

The study is already available (ISBN 92-825-4242-4; EUR 8926 DE-EN-FR; price: BF 550).

2. **'Le Venture Capital pour les PME innovatrices aux Etats-Unis et en Europe (France-Royaume-Uni)'** was prepared by P. LEBAS of the Association R.S.T. on behalf of DG XIII.

Focussing on the role of venture capital, the study deals with small and medium-sized enterprises, both in the United States and in Europe (France, United Kingdom). It aims notably at comparing their different financial characteristics and at evaluating the capital needs of European firms as compared to undertakings in the United States. In addition, it shows to what extent the growth of high technology firms in Europe is limited by a lack of venture capital. One of the most interesting findings of the study is the existence of a marked difference between the profile of venture capital backed firms in the United States and that of corresponding enterprises in Europe.

The study will be available in French in the near future in the EUR Report series (EUR 9190, FR).

Publications on Innovation in the Commission's EUR Series

(publications available through the Office for Official Publications of the European Communities, L-2985 Luxembourg)

1. A. Piatier: Les obstacles à l'innovation dans les pays de la Communauté européenne (EUR 7528 FR, 1981, 480 BFR)
2. J.M. GIBB (ed.): Proceedings of the symposium on the transfer and exploitation of scientific and technical information, Luxembourg 10-12 June 1981 (EUR 7716 DE, EN, FR, IT, 1982, 1000 BFR)
3. OSTASIEN INST. BONN: Patents and licensing in Japan (EUR 7834 EN, MF., 9182, 120 BFR)
4. J. SLAMA: Trends in the filing of patent applications in Germany — 1877-1980 (EUR 7872 EN, 1981, 650 BFR)
5. J. SLAMA: Analyse und Interpretation der technischen Dynamik der letzten 100 Jahre auf der Basis der deutschen Patentstatistik (EUR 8645 DE, 1983, 1170 BFR)
6. P. DOURNEL: Analyse et synthèse de certaines informations concernant les développements récents des systèmes de financement axés vers l'innovation industrielle dans la Communauté (EUR 8819 FR, 1983, 750 BFR)
7. P. WECKEL: La fiscalité et la stimulation de l'innovation industrielle dans la Communauté (EUR 8820 FR, 1983, 550 BFR)
8. COOPERS and LYBRAND CONSEILS: Study of fiscal aspects of possible options of financial interventions in favour of innovative enterprises (EUR 8821 EN, 1983, 250 BFR)
9. M. CLAYTON, T. MITCHELL: Study into EC-wide criteria for the identification of new technology based enterprises (EUR 8926 DE, EN, FR, 1984, 550 BFR)
10. European venture capital pilot scheme (EUR 9082 EN)

in preparation

11. G. MERRITT: Industrial innovation — A guide to Community action, services and funding (EUR 9120 DE, EN, FR, IT)
12. P. LEBAS: Le venture capital pour les PME innovatrices aux Etats-Unis et en Europe (France, Royaume-Uni) (EUR 9190 FR)
13. R&D yearbook of the European Community, research, demonstration and innovation in the EC — Recent developments up to and including 1983 (EUR 9229 DA, DE, EN, FR, GR, IT, NL)
14. H. SCHMIDT, E. WYMEERSCH, A. YOUNG, H. REUTER, H.-M. DOMKE, C. HERMS: Report of study special stock market segments for small company shares — Capital raising mechanism and exit route for inventors in new technology based firms (EUR 9235 EN)
15. A. PIATIER: Les obstacles à l'innovation dans les pays de la Communauté (EUR 7528 FR)

(publications available from private publishers)

1. Patent information and documentation in Western Europe
EUR 6614 EN ISBN 3-598-10158-9
Published by: K. G. SAUR Verlag KG,
Pössnbacherstraße 26,
Postfach 71 1009, 8000 München 71.
2. Inventory of direct and indirect public measures for promoting industrial research, development and innovation.
EUR 7894 EN ISBN 3-88766-007-2
Published by: INFOBRIEF Luxembourg s.à.r.l.,
45, rue du Chemin de Fer
7726 WALFERDANGE/Luxembourg
3. The role of the banker in industrial innovation
EUR 7310 DE, EN, FR, IT ISBN 3-88766-001-3
Published by: INFOBRIEF Luxembourg s.à.r.l.,
45, rue du Chemin de Fer
7726 WALFERDANGE/Luxembourg
4. Financing more innovation at less risk
EUR 8045 DE, EN, FR, IT, ISBN 3-88766-005-6
Published by: INFOBRIEF Luxembourg s.à.r.l.,
45, rue du Chemin de Fer
7726 WALFERDANGE/Luxembourg
5. Regional industrial information transfer
EUR 8252 EN ISBN 0-86187-324-6
Published by: Frances PINTER, 5, Dryden Street
LONDON WC2E 9NW
6. The needs of new technology-based enterprises
EUR 8437 DE, EN FR, IT, ISBN 3-88766-006-4
Published by: INFOBRIEF Luxembourg s.à.r.l.,
45, rue du Chemin de Fer
7726 WALFERDANGE/Luxembourg
7. The health service market in Europe
EUR 8845 EN ISBN 0-444-80561-3
Published by: Elsevier Science Publishers
P.O. Box 211
1000 AE Amsterdam
8. Industrial research, development and innovation in the Member States
EUR 8793 EN
Published by: INFOBRIEF Luxembourg s.à.r.l.
45, rue du Chemin de Fer
7726 WALFERDANGE/Luxembourg

in preparation

9. Developing capital markets for the regeneration of industry
EUR 9235 EN
To be published by North-Holland Publishing Co.,
Amsterdam

Calendar

To obtain further information on the meetings listed below, please contact

Mr D. NICOLAY
Commission of the European Communities
DG XIII/A2
P.O. Box 1907
Luxembourg
Tel. (3 52) 4301 2946

1984

1. ICSU AB Conference on 'Electronic Document Delivery and Electronic Publishing'
Miss ORFUS
Executive Secretary, ICSU AB
51 Boulevard de Montmorency
75016 Paris
Tel. 525 65 92
Telex 630553 F
Luxembourg, 13-14 June

2. International Ozone Symposium
Thessaloniki, 3-7 September
3. 1st European Symposium Fire in Buildings
Luxembourg, 18-20 September
4. Thirteenth Symposium on Fusion Technology — SOFT
Varese, 24-28 September
5. Sorting of Household Waste and Thermal Treatment of Water
Luxembourg, 25-27 September
6. Workshop Long Term Effects of Sewage Sludge and Farm Slurries Application Pisa, 25-27 September
7. 1st EC Wind Energy Conference
Hamburg, 22-26 October
8. EC Conference A More Cost Effective Health Care through GMP
Luxembourg, 29-30 November

Symposium 'COAL PREPARATION', 1984

The Commission of the European Communities will hold a symposium entitled 'COAL PREPARATION' in Luxembourg on 15 November 1984. The symposium will review recent Community research activities in the field in question.

Die Kommission der Europäischen Gemeinschaften wird am 15. November 1984 in Luxemburg eine Informationstagung mit dem Titel 'AUFBEREITUNG VON KOHLE' veranstalten, wobei die jüngsten Ergebnisse der gemeinschaftlichen Forschungsarbeit auf diesem Gebiet vorgestellt werden sollen.

La Commission des Communautés Européennes organisera à Luxembourg le 15 novembre 1984 une journée d'information sur le thème «PREPARATION DU CHARBON» afin de mettre à disposition les résultats récents des recherches communautaires dans ce domaine.

For any further information please contact:

Mr P. P. Rotondò
C.E.C.
DG XIII/A/2
J. Monnet Building
L-2920 Luxembourg
Tel. (0352) 43013166

For your Diaries

Fifth European Symposium on the Financing of Innovation

Luxembourg, 3-5 October 1984, with the participation of the European Venture Capital Association (EVCA).

Subject: 'Improving Venture Capital Opportunities in Europe'

1985

9. 8th International Conference on Structural Mechanics in Reactor Technology - SMIRT
Bruxelles, 19-23 August 1985
10. 3rd EC Conference on Energy from Biomass
Venice, 25-29 March