



# NEWSLETTER

## new technologies and innovation policy

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february 1985

36

### CREATION OF BUSINESS AND INNOVATION CENTRES IN THE COMMUNITY

In 1984, the Commission promoted the creation of business and innovation centres in various development and redevelopment zones of the Community. These centres provide support and a full range of services to new, innovative enterprises.

At a total cost of approximately 1.75 million ECU's, the preparation for and launching of eight centres (Charleroi, Newcastle, Cork, Genova, Berlin, Thionville, Tuscany and Swansea) has been cofinanced by the Community.

In addition, the Commission has supported the establishment of a European association of business and innovation centres, science parks, etc., which was founded in November 1984 under the name of 'European Business and Innovation Centre Network (EBN)'. In 1985, this association will include around forty centres, as well as around forty bodies with promotional functions in this field. The Commission has decided to cover the cost involved in setting up the association (around 415,000 ECU in 1985) and to give it the task of carrying out initiatives in the context of the Community's regional policy.

The network aims at promoting the professional competence and standards in the management of these centres. It also hopes to open business opportunities (technology transfer, marketing of new products and services) to the benefit of the new, innovative enterprises that have established themselves in these centres. Therefore, the association also falls within the framework of the Community's industrial policy, particularly as regards the promotion and introduction of new technologies in small and medium-sized enterprises, and will constitute an important element in the implementation of the Plan for the transnational development of the supporting infrastructure for innovation and technology transfer.

An overview of the Community's regional policy with particular reference to the support given to business and innovation-centres will be given on the 'Conference on Science Parks and Innovation Centres: their economic and social impacts' (13-15 February, Berlin) announced in Newsletter 35.

### CREATION DE CENTRES D'ENTREPRISES ET D'INNOVATION DANS LA COMMUNAUTE

En 1984, la Commission a promu la création de centres d'entreprises et d'innovation dans des zones de reconversion et de développement de la Communauté. Ces centres fournissent un soutien et des services complets à de nouvelles entreprises innovantes.

Dans le cadre de cette activité la Commission a cofinancé en 1984 la préparation et le lancement de huit centres (situés à Charleroi, Newcastle, Cork, Gênes, Berlin, Thionville, Toscane et Swansea). Le coût total de ces financements s'élève à env. 1.750.000 ECU.

En outre, la Commission a promu la création d'une Association européenne de ces centres qui a été fondée en novembre 1984 à Bruxelles sous le nom d'Association internationale «European Business and Innovation Centre Network (EBN)». Cette association groupera en 1985 une quarantaine de centres ainsi qu'une quarantaine d'organismes promoteurs dans ce domaine.

La Commission a décidé de financer les frais de démarrage de l'Association (env. 415.000 ECU en 1985) et de lui confier des missions dans le cadre de la Politique régionale communautaire.

Les objectifs principaux de l'Association sont la promotion d'un degré élevé de professionnalisme dans la gestion des centres et l'ouverture de possibilités de marketing et de transferts de technologies en faveur des nouvelles entreprises innovantes liées aux centres. Ainsi, l'Association rentre également dans le cadre de la politique industrielle de la Communauté, notamment en ce qui concerne la promotion et l'introduction de nouvelles technologies dans les PME et constitue un élément important dans l'exécution du Plan transnational de l'infrastructure d'assistance à l'innovation et au transfert des technologies.

Un aperçu de la politique régionale de la Communauté, et plus particulièrement du soutien accordé aux centres d'entreprises et d'innovation sera donné à l'occasion de la «Conférence sur les parcs scientifiques et les technopoles: leur impact économique et social» (du 13 au 15 février, Berlin) annoncée dans la Newsletter 35.

*This Newsletter is issued by Directorate XIII — A, New Technologies and Innovation Policy, in Directorate-General "Information Market and Innovation" of the Commission of the European Communities. For more information about its contents please write, including the address label with all your correspondence, to:*

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## EC-CONFERENCE 'A MORE COST-EFFECTIVE HEALTH CARE THROUGH GMP'

Luxembourg, 29 - 30 November 1984

The present conference was attended by over 200 participants including representatives of National Regulatory Bodies from the UK, France, Greece, Germany, Italy, Denmark, Ireland, the Benelux, Sweden and the USA, as well as representatives of European Manufacturers' Associations (EDMA, EUCOMED, COCIR) \* and delegates from industry.

During the presentations of the first part of the conference, devoted to an overview of national situations, two main points became clear:

- a) the necessity of agreeing on the use of a common and well defined terminology,
- b) the necessity of setting in motion a process of gradual convergence of national legislations.

It was remarked that although the controlled application of GMP rules might seem a rapid solution to the production and marketing problems of medical devices, it could clash with difficulties caused by the different levels of quality assurance required in the Member States impeding at a European level the application of self-certification practices which, generally, go together with GMP.

The second part of the conference was structured in three working groups to deal with:

- in-vitro diagnostic products
- electro medical devices, and
- medical products (sterile, single-use, surgical, etc).

The following conclusions were reached:

### Working group on in-vitro diagnostic devices

This market segment represents about 5% in financial terms of the market for medicinal products.

In this field no significant problems have been or are experienced within Europe as regards the quality and reliability of these products. This is a consequence of the fact that in-vitro diagnostic products marketed in Europe already comply with the principles of GMP and therefore no barriers to intracommunity trade have been created by differing national requirements.

### Working group on electromedical devices

In this working group, the necessity for a well defined terminology was stressed.

Secondly, concerning a GMP scheme, two proposals were put forward:

- a) a common GMP, on the example of the FDA's supported by industry; or
- b) national GMP's reciprocally accepted by Member States Authorities.

It was recommended to set up an ad-hoc group with the task of publishing a 'Guideline to GMP in Europe' within a few months.

\*)  
EDMA = European Diagnostic Manufacturers Association  
EUCOMED = European Confederation of Medical Suppliers Associations  
COCIR = Coordination Committee of the Radiological and Electromedical Industries

### Working group on medical products

The audience confirmed once more the desire of harmonization: it was proposed to set up a working group composed of European Community officials, national authorities, EFTA and EUCOMED representatives to begin an action toward harmonization. Support by the Commission was expressis verbis called for;

Tasks of this working group would be to evaluate the opportunity of:

1. following a given brief
2. writing definitions, preparing a lexicon,
3. implementing in Europe an existing GMP Guide or not,
4. preparing a proposal in 12/18 months related to the subject of the discussion 'A more cost-effective health care through GMP'.

In summary, the conference contributed to single out problems and devised tools to solve them.

The Commission's help has been asked for in different forms: either as an information effort on initiatives in some Member States, or by actively taking part in working groups where main responsibilities would however rest with industry and regulatory bodies.

The Commission representatives chairing the concluding session, stressed that it is not in the intention of the Commission to intrude in those sectors like the in-vitro diagnostics where the situation is considered satisfactory.

Even where the Commission has been asked to take action, this will happen in such a way as not to create new regulations which might be an obstacle to SME's and as to not to rediscuss what has already been achieved in the process of approximation of national legislations. Reference was made to Council Directives:

83/189/EEC of 28 March 1983 laying down an information procedure in the field of technical norms and regulations.

O.J. L 109 of 26 April 1983.

84/539/EEC of 17 September 1984 on the approximation of the laws of the Member States relating to electro-medical equipment used in human and veterinary-medicine.

O.J. L 300 of 19 November 1984,

where, notably in the latter, the principle of self-certification is laid down and unanimously accepted by all Member States.

#### The Health Service Market in Europe

This book contains the proceedings of a symposium organized by the Commission of the European Communities on 17 - 19 October 1983, in Luxembourg.

The papers presented dealt with governmental regulations and the problems that they cause to the production, marketing and purchasing sectors of the health care market. As the picture obtained was far from ideal, recommendations, collected at the end of the book, include steps to be taken by the Commission to improve the situation. In particular most of the participants agreed that the need to protect the patients can in many cases be achieved quite satisfactorily and at much less expense by the controlled application of GMP (Good Manufacturing Practice) rules.

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B.V., P.O. Box 211, 1000 AE AMSTERDAM, Holland

## **TII's FIRST GROUP VISIT: LIEGE AND BRUSSELS**

This was the first group visit organized by TII with the help of the European Commission. The purpose of this and subsequent group visits is to bring into Europe-wide contact experts in technology transfer and to establish stable contacts between them.

From December 3 to 5, 1984 the group visited Liège and Brussels. Liège is a region affected by the problems of steelworks trying to attain a higher level of economic activity.

The first and second day in Liège was organized by IPCM (Institut Provinciale des Classes Moyennes), which is involved with about 20,000 small and medium-sized enterprises in the region, and has an impressive data-bank fed with very detailed information regarding staff, financing, production, marketing concepts and so on.

IPCM introduced the group to INTEX, a national institute of extractive industries specialized in petrographic and palynologic studies of coals and organic rock matter and in the development of equipment for telecommunication in confined spaces and tunnels, and interest in diversifying its activities to the rational use of energy and renewable energies. In the same building the CRIM (Centre de Recherche des Industries Métalliques) presented its program on the research and development of plastic and composite materials, including resin concrete (béton de résine).

Equally impressive was the visit to the technical section of the library of Liège University with about 30,000 abstracts in various engineering disciplines.

The next day was devoted to a visit to the Laboratoire CELAC specialized in textile engineering and testing.

On the third day, INNOVI introduced themselves as a private enterprise working as consultants, brokers and entrepreneurs in know-how and technology, which can assist in setting up management and technology-base companies. The shareholders are the main industrial and financial companies in Belgium. The afternoon gave the opportunity to see Expert Software Systems NV in Ghent. ESS develops and markets products and services that 'dramatically increase the productivity of creative engineers and designers'. They are promoting single user engineering workstations with local and network facilities.

The fourth and final day was spent on a very impressive visit to Plant Genetic Systems in Ghent. This is a joint venture of various European enterprises. They have reached a very high standard in gene manipulation of plants suitable for food purposes in the different climatic areas of the world.

## **TII SEMINAR ON MARKET ORIENTED PRODUCT PLANNING,**

December 10 and 11, 1984, Copenhagen

According to the 40 participants who came together in Copenhagen, Europe apparently is catching up and fighting back in automobiles, space activities, aeronautics, informatics etc. This enables Europe to be more self-reliant. But the European market is hindered by non-tariff barriers of all kinds, is very diversified and has a manifold clientele corresponding to the different regions, countries and nationalities.

The strength of European industry is its specialization, provided that the market and one's own possibilities are very well known, as the electronics enterprise Bang & Olufsen has made clear.

Only a very few people are oriented to market needs according to Dr. SCHULTE-HILLEN from Germany. They don't know where to go strategically and, in addition, the technology market in Europe is more demand-dominated than offer-dominated. He said he had the impression that such is not the case for the USA or for the Japanese market.

During the seminar, the University of Eindhoven, Bang & Olufsen, T & TSUD of Naples and Belgonucléaire of Brussels proved that there are European exceptions to this general rule. In any case, together with the speakers from Frost & Sullivan and McIntosh in London, the participants agreed that a better cooperation of European industry and the service trades could help to develop strategies for the very highly differentiated European market.

The question to be put to all industrial activities in Europe is whether to have high quality products or higher productivity. A general rule cannot be set because of the different specialities of the market.

## **FIRST BATCH OF CONTRACTS ON TRANSNATIONAL COOPERATIONS SIGNED**

As was reported in NL 34, the Commission's call for proposals concerning transnational cooperations between technology and management advisory services (O.J. No C 210 from 10. 8. 1984; NL 31) produced 95 applications of which 43 already envisaged concrete partnerships.

In the meantime, the Commission has selected 18 concrete partnerships comprising 44 organisations from 9 Member states and a first batch of contracts between the Community and the members of ten selected cooperations, representing a financial support of around 500,000 ECU, was signed. The second tranche of contracts involving a financial envelope of another 500,000 ECU is actually under negotiation.

The ten cooperations under the first batch are:

- Promotech Nancy (F): Swirl (Bath Univ.) (UK)
- IIRS (IRL): ISD (UK)
- Centre Technique du Cuir (F): Technol. Inst. DK (DK)
- TVA Berlin (D): Smida Hatfield (UK)
- OTTI Regensburg (D): Innovexpert Lyon (F)
- ARIST Provence (F): Ditel CCI Genova (IT): CCI Le Pirée (GR)
- CECOP (B): Icom New Techn. Group. (UK): C. Gale SCOP (F): ICIE (IT): SZB (NL)
- Innovation 128 (F): Tecnomedia (IT)
- Scottish Developpt. Ag. (UK): DTO (DK).



## INNOVATION FROM COMMUNITY RESEARCH

### PERL'X-2® automatic sample maker

The PERL'X-2 is microchip-controlled version of the PERL'X sample maker now used in many organizations world-wide. The machine prepares sample pellets for analysis by X-ray fluorescence.

The PERL'X-2 is, like its predecessor, the result of research carried out at the French steel research institute IRSID, with financial support from the European Coal and Steel Community (Directorate-General XII/C2, Technical research — Steel). The same team of inventors, Mr G. Willay, Mr A. Wittman and Mr G. Jecko, worked on the project.

The new model represents a significant advance in the automated preparation of samples of oxidized or reduced powder materials, by fusion in a vitrifying flux.

The microprocessor incorporated allows wide flexibility in use which will enable the machine to fit in with working methods in most analysts' laboratories; depending on the nature of the specimen to be prepared, the user may choose from six preheating and fusion cycles.

One of the essential advantages of the machine is its ability to pre-heat at moderate temperatures, so as to pre-oxidize reduced materials. This enables the PERL'X-2 to prepare in a reproducible fashion ferro-alloys, metal dusts or any other powder-based material containing reduced elements. Hitherto preparation of such materials without preoxidization could not be effected without risking damage to the platinum of the fusion crucible.

The PERL'X-2 adds this flexibility to the high operating speed (three to four minutes), reliability and quietness of its predecessor in the preparation of samples of minerals, slags, agglomerates, refractory ores, cinders, dust, clinker cement, glass, and so on, with minimal power consumption.

Sample reproducibility is so good that no variations can be detected by currently-available X-ray fluorescence analysers.

The PERL'X-2 is the best available machine in its field, and allows postproduction analysis to be carried out in exceptional comfort and safety.

PERL'X-2 is manufactured under licence from IRSID by

SOLED  
route de Boussange  
F-57300 Mondelange, France  
Tel. (8)771 4832

and marketed under licence from IRSID by

Philips (Division-Science et Industrie)  
105 rue de Paris — B.P. 62  
F-93200 Bobigny, France  
Tel. (1)830 11 11

### PROPOSAL TO ESTABLISH AN EUROPEAN COUNCIL OF RESEARCH LIBRARIES RESULTS FROM ADVANCED RESEARCH WORKSHOP ON 'THE IMPACT OF NEW INFORMATION TECHNOLOGIES ON LIBRARIES'

An Advanced Research Workshop on 'The Impact of New Information Technologies on Libraries' was orga-

nised successfully by the European Cultural Foundation in Luxembourg from 19 to 23 November 1984.

Sponsored by the European Cultural Foundation, the Commission of the European Communities, the NATO Scientific Affairs Division and the Council of Europe, and co-chaired by Herman Liebaers (Belgium) and Warren J. Haas (U.S.A.), the workshop aimed at paving the way for a European Council of Research Libraries and to identify ways and means to foster European and intercontinental library cooperation. Attendance by more than 100 high-level North American and European representatives of national and research libraries, policy-making circles, library and information management associations, and intergovernmental and non-governmental organisations, underlined the importance attached in the library world to this goal.

Dr. R. Appleyard, Director General of DG XIII (Information Market and Innovation) of the Commission of the European Communities, posed the question in his opening address of whether European libraries were willing to organise themselves as a collective and effective partner in view of Community action programmes. The NATO representative emphasized the possibilities for follow-up support through NATO Science Programmes to such initiatives as summer schools and welcomed proposals in this area. The European Cultural Foundation stressed the 'bridge-building' aspect of the Workshop, which had brought together the Commission of the European Communities, the NATO Scientific Affairs Division and the Council of Europe, and also libraries and private industry.

Mr. Hermann Liebaers, in his key-note speech, referred to the different components of his feasibility study on a European Council on Library Resources, and the specific European problems such as the isolation of research libraries both within the national framework and within universities, and difficulties related to multilingualism and cultures. He also made a link between this Workshop and a similar venture organised by the Research Libraries Group at Stanford University last October.

During a full day of specialised working group sessions, participants elaborated upon an extensive number of recommendations, several of which are cited here:

— In order to activate and support the cooperation of research libraries in Europe, a *European Council of Research Libraries* should be established as an independent non-governmental body seeking cooperation with and support from intergovernmental organisations and private foundations.

The Council should avoid overlapping with existing initiatives, interfering with any area of national interest or activity, and diverting established sources of funding from research libraries and library associations. The Council should cover Western Europe and there should be no membership, either personal or institutional. A legal corporate identity should be adopted with a Board to be set up including, in addition to leading librarians, policy-makers in the field of higher education and research and decision-makers from the world of publishing and telecommunication. A Steering Committee should be established on a short term to explore the form, procedures and programme of the Council, aiming to provide a detailed plan of operation for the Council by 31 May 1985.

— For the *Programme* of the Council, three main lines of action were recommended: to study and develop



means to enhance resource-sharing between European libraries by creating means to interconnect online bibliographic data bases, to enhance subject access to European bibliographic data bases, and to start introducing public access to online catalogues.

— One working group provided detailed recommendations on *European library cooperation* in general and on follow-up to the Schwencke Resolution adopted by the European Parliament concerning the establishment of a European Library, in particular.

— Recommendations to enhance intercontinental cooperation included the initiation of programmes of exchange of personnel through such means as scholarships or visiting lectureships, an assessment of the possibilities to apply the Conspectus programme developed by the Research Libraries Group for its members to measure the strengths of their collections on a wider base in Europe, and aspects of technical standards and preservation.

— The Working Group 'European Initiatives' dealing with the DOCDEL programme for *Electronic Document Delivery* and Apollo (Article Procurement with Online Local Ordering), concluded that the European Commission should stimulate the awareness of the experimental electronic publishing and electronic document delivery systems in Community countries, especially considering applications and implications for the library community.

— Finally, the Working Group 'Education and Training' presented recommendations for short, upgrading training programmes for librarians, research seminars and surveys, and evaluations to promote equivalency and reciprocity of professional qualifications.

#### Follow-Up

Definite steps are now being taken by the Workshop co-Chairman, Mr. H. Liebaers and the Organising Committee of the Workshop which will be reshaped into a Steering Committee, to launch this European Council of Research Libraries. It is intended to publish the Workshop proceedings by the end of May 1985.

## COMMUNITY PARTICIPATION AT INOVA-85

The Commission of the European Communities will be represented by DG XIII-A's Exploitation of New Technologies Department at INOVA'85 (Paris, 11 - 16 March, 1985) with a stand.

At this stand, various results of Community research carried out in the Commission's Joint Research Center's establishments in Ispra (Italy) and Petten (Netherlands), eg. computer software, an electronic speed regulator for asynchronous motors, etc. will be exhibited.

INOVA'85 is the seventh of a series of international exhibition organised by ANVAR (Agence Nationale pour la Valorisation des Résultats de Recherche), the French agency responsible for the exploitation of national research results.

## Aus dem Amtsblatt

**Mitteilung der Kommission betreffend die Gewährung einer finanziellen Unterstützung für Demonstrationsvorhaben im Energiebereich** — Aufforderung zur Einreichung von Anträgen für Vorhaben in den folgenden Bereichen:

1. Energieeinsparung
2. Verkehr
3. Energiewirtschaft, Nutzung von elektrischer Energie und Wärme
4. Sonnenenergie
5. Biomasse und Energieerzeugung aus Abfällen
6. Erdwärme
7. Wasserkraft
8. Windenergie
9. Nutzung fester Brennstoffe
10. Verflüssigung und Vergasung fester Brennstoffe

(ABl. d. EG Nr. C 330 vom 10. 12. 1984)

Weitere Auskünfte:

Kommission der Europäischen Gemeinschaften  
Generaldirektion Energie  
Demonstrationsvorhaben „Energie“  
Rue de la Loi 200  
B-1049 Brüssel

Telefon:

(02) 235 56 00 (Energieeinsparung, Verkehr, Biomasse und Abfälle)

(02) 235 35 48 (alternative Energie, Elektrizität und Wärme)

(02) 235 12 14 (Technologien der festen Brennstoffe)

**Europäisches Strategisches Programm für Forschung und Entwicklung auf dem Gebiet der Informationstechnologien ESPRIT** — Zweite Ausschreibung für Vorschläge für Vorhaben auf den Gebieten:

- Mikroelektronik,
- Software-Technologie,
- Fortgeschrittene Informationsverarbeitung,
- Bürosysteme,
- Computerintegrierte Fertigung.

(ABl. der EG Nr. C 340 vom 20. 12. 1984)

Ausschreibungsschluß ist 17 Uhr am 25. März 1985.

Weitere Auskünfte:

Kommission der Europäischen Gemeinschaften,  
Informationstechnologien Task Force,  
rue de la Loi 200,  
B-1049 Brüssel.

## Della Gazzetta Ufficiale

**Comunicazione della Commissione concernente la concessione di un sostegno finanziario ai progetti dimostrativi nel campo dell'energia** — Invito a presentare proposte di progetto nei campi seguenti:

1. Risparmi di energia
2. Trasporti
3. Industria dell'energia, utilizzazione dell'energia e del calore
4. Energia solare
5. Biomassa e valorizzazione energetica dei rifiuti
6. Energia geotermica
7. Energia idroelettrica

8. Energia eolica
9. Utilizzazione dei combustibili solidi
10. Liquefazione e gasificazione dei combustibili solidi

(G.U. C 330 del 10. 12. 1984)

Informazioni ulteriori:

Commissione delle Comunità europee

Direzione generale dell'energia

Progetti dimostrativi «Energia»

rue de la Loi 200

B-1049 Bruxelles

tel. (02) 235 56 00 (Risparmi di energia, trasporti, biomassa e rifiuti)

(02) 235 35 48 (Fonti alternative di energia, elettricità e calore)

(02) 235 12 14 (Tecnologie dei combustibili solidi)

#### **Programma strategico europeo di ricerca e sviluppo nella tecnologia dell'informazione — ESPRIT**

Secondo invito alla presentazione di proposte per progetti relativi ai seguenti settori:

- microelettronica,
- tecnologia del software,
- tecniche avanzate di trattamento delle informazioni,
- sistemi per uffici,
- sistemi per l'automazione della fabbrica.

(G.U. N. C 340 del 20. 12. 84)

La data e l'ora di chiusura per la presentazione di proposte sono le 17.00 del 25 marzo 1985.

Informazione ulteriori:

Commissione delle Comunità europee

Task Force Technologie dell'Informazione

rue de la Loi 200

B-1049 Bruxelles

### **Du Journal Officiel**

**Communication de la Commission concernant l'octroi d'un soutien financier à des projets de démonstration dans le domaine de l'énergie** — Invitation à soumettre des propositions de projets dans les domaines suivants:

1. Économies d'énergie
2. Transports
3. Industrie de l'énergie, utilisation de l'énergie électrique et de la chaleur
4. Énergie solaire
5. Biomasse et valorisation énergétique des déchets
6. Énergie géothermique
7. Énergie hydro-électrique
8. Énergie éolienne
9. Utilisation des combustibles solides
10. Liquefaction et gazéification des combustibles solides

(J.O. C 330 du 10. 12. 1984)

Pour plus d'informations:

Commission des Communautés européennes,

direction générale de l'énergie,

projets de démonstration «énergie»,

rue de la Loi 200,

B-1049 Bruxelles

[tél: (02) 235 56 00 (économies d'énergie, transports, biomasse et déchets),

(02) 235 35 48 (sources alternatives d'énergie, électricité et chaleur),

(02) 235 12 14 (technologies des combustibles solides);

**Programme stratégique européen de recherche et de développement relatif aux technologies de l'information ESPRIT** — Deuxième appel aux propositions pour des projets relatifs aux domaines suivants:

- microélectronique
- technologie du logiciel,
- traitement avancé de l'information,
- bureautique
- production assistée par ordinateur.

(J.O. No C 340 du 20. 12. 1984)

La date limite pour la soumission de propositions est fixée au 25 mars 1985 à 17 heures.

Pour d'autres informations:

Commission des Communautés européennes,

Task force, technologies de l'information,

ESPRIT,

Rue de la Loi 200,

B-1049 Bruxelles.

### **From the Official Journal**

**Commission communication on the granting of financial support for demonstration projects in the field of energy** — Invitation to submit project proposals in the following fields:

1. Energy saving
2. Transport
3. Energy industry, use of electrical energy and heat
4. Solar energy
5. Biomass and energy from waste
6. Geothermal energy
7. Hydro-electric power
8. Wind energy
9. Use of solid fuels
10. Liquefaction and gasification of solid fuels

(O.J. C 330 from 10. 12. 1984)

Further information

Commission of the European Communities

Directorate-General for Energy

Demonstration Projects

Rue de la Loi 200

B-1049 Brussels

Tel. (02) 235 56 00 (energy saving, transport, biomass and waste),

(02) 235 35 48 (alternative energy sources, electricity and heat),

(02) 235 12 14 (solid fuels technologies),

**European Strategic Programme of Research and Development in Information Technology ESPRIT** — Second call for proposals for projects relating to the following fields:

- Microelectronics
- Software technology
- Advanced information processing
- Office systems
- Computer-integrated manufacture.

(O.J. No. C 340 from 20. 12. 1984)

The closing date and time for the submission of proposals is 5 p.m. on 25 March 1985.

Further informations:

Commission of the European Communities,

Information Technology Task Force, ESPRIT,

Rue de la Loi, 200,

B-1049 Brussels.

# **INCREASING EXPORTS THROUGH THE COORDINATION AND FINANCE OF JOINT EFFORTS TO SELL NEW GOODS AND SERVICES**

**Proceedings of the symposium held by the  
Commission of the European Communities,  
Directorate-General  
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Luxembourg, 15 and 16 May 1984**

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Participative experience in combined operations  
for sales into Russia (E. Cowley)

## **SEMINAR ON 'DEVELOPING MARKETS FOR NEW PRODUCTS AND SERVICES THROUGH JOINT EXPORTING BY INNOVATIVE SMEs'**

SMEs which cooperate by combining their efforts in the field of exports are in a better position to penetrate world markets, and cooperation may lead indirectly to exchanges of know-how between firms. This strategy is adopted quite often at national level (e.g. groups of specialist firms may be formed, trading agents shared, joint business trips are organized, or firms may participate jointly at foreign trade fairs, etc.) and can be successfully applied on an international scale, as was shown during the symposium held in Luxembourg on May 15th and 16th, 1984, on 'increasing exports through the coordination of joint efforts to sell new goods and services'.

If they are to succeed, such joint ventures by SMEs must normally be managed by a qualified person: the organization and handling of cooperation and follow-up work should be entrusted to a specialist (whether employed by the group or by an external public or private consultancy firm).

Building on these assumptions, the Commission issued a call for proposals (O.J. C 255 from 22. 9. 84) for the attention of agencies specializing in export consultancy, in order to gauge the interest of professional circles.

In view of the number, variety and quality of the proposals resulting from this first call, the Commission has decided to hold a seminar in Luxembourg on 6 and 7 March 1985, in order to explore further these ideas.

The aims of the seminar are:

- to discuss possible working methods
- to permit the establishment of contacts
- to prepare a new call for proposals the outcome of which would be the selection of several teams of consulting agencies able to initiate and successfully carry out pilot projects covering transnational cooperation over exporting between innovative SMEs.

Those interested in participating may contact  
Mr Robin Miège  
Commission of the European Communities  
DG XIII/A/2  
L-2920 Luxembourg

N.B. There is no participation charge.

## **SÉMINAIRE SUR LE THÈME «DÉVELOPPEMENT DES MARCHÉS DES PRODUITS ET SERVICES NOUVEAUX PAR LA COLLABORATION À L'EXPORTATION ENTRE PME INNOVATRICES».**

La collaboration, entre PME innovatrices, sous la forme d'une mise en commun de leurs efforts d'exportation, leur permet d'affronter dans de meilleures conditions les marchés mondiaux et peut indirectement mener à des échanges technologiques entre elles. Assez fréquente au niveau national (constitution de groupe-



ments d'entreprises spécialisés, partage d'un agent commercial, organisation de missions collectives, participation groupée à des manifestations commerciales à l'étranger...), cette démarche peut utilement être transposée au plan transnational; (voir à cet égard les conclusions du symposium qui s'est tenu à Luxembourg les 15 et 16 mai 1984 sur le thème «Exporter plus en coordonnant et finançant des actions conjointes visant la vente de produits ou services nouveaux»).

Pour réussir, ces opérations groupées de PME doivent, dans la plupart des cas, faire l'objet d'un accompagnement humain: un spécialiste (qu'il soit salarié du groupement, ou qu'il appartienne à un organisme de conseil extérieur, public ou privé) doit assurer la mise en route, l'animation et le suivi de la collaboration pour que celle-ci aboutisse pleinement.

Partant des hypothèses ci-dessus, la Commission a lancé un appel à propositions (J.O. C 255 du 22. 9. 84) aux intermédiaires spécialisés dans le conseil à l'exportation pour évaluer l'intérêt d'une telle démarche auprès de professionnels compétents.

Les résultats de ce premier appel, en nombre, en variété et en qualité de propositions, conduisent la Commission à souhaiter organiser un séminaire les 6 et 7 mars 1985 à Luxembourg pour approfondir ces hypothèses de travail.

Ce séminaire a un triple objectif:

- organiser une confrontation méthodologique;
- être une occasion de rencontre;
- préparer le lancement d'un nouvel appel à propositions à la suite duquel seraient sélectionnées quelques équipes d'intermédiaires, aptes à susciter et à mener à bien des expériences pilotes de collaboration transnationale à l'exportation entre PME innovatrices.

Les personnes intéressées peuvent s'inscrire auprès de Monsieur Robin Miège  
Commission des Communautés européennes  
DG XIII/A/2  
L-2920 Luxembourg

NB: La participation au séminaire est gratuite.

## CALENDAR

1. Symposium on Science Parks  
Berlin 13-15 February 1985  
Contact person: Mr J.M. GIBB, CEC, Luxembourg  
Tel. (0352) 4301 2918
2. 3rd EC Conference 'Energy from Biomass'  
Venice, 25-29 March 1985  
Contact person: Mr G. GRASSI, CEC, Brussels  
tel. (02) 2356 801

3. 6th EC Conference 'Photovoltaic: Solar Energy'  
London, 15-17 April 1985  
Contact person: Mr W. PALZ, CEC, Brussels  
tel. (02) 2356 922
4. 2nd EC Conference 'Radioactive Waste Disposal and Management'  
Luxembourg 22-26 April 1985  
Contact person: Mr R. SIMON, CEC, Brussels  
tel. (02) 2356 623
5. EC Seminar 'A European Strategy for Technological Fairs'  
Luxembourg, 29-30 April 1985  
Contact person: Mr R. RAPPARINI, CEC, Luxembourg  
tel. (0352) 4301 2780
6. International Seminar 'Electronics and Traffic on Major Roads'  
Paris, 4-5 June 1985  
Contact: 19, rue de Franqueville  
75775 Paris Cédex 16
7. 8th International Conference 'Structural Mechanics in Reactor Technology — SMIRT'  
Brussels, 19-23 August 1985  
Contact person: Mr J.M. GIBB, CEC, Luxembourg, tel. (0352) 4301 2918
8. International Seminar  
'The Dual-Mode Trolleybus'  
Brussels, 5-6 November 1985  
Contact: SDR ASSOCIATED, Rue Vilain XIII, 17 a, 1050 Brussels  
tel. (02) 647 87 80 - 647 35 26

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