



# Triple A Networking

Dr Gudrun Rumpf

Worldbank/Ville de Marseille/ GTZ seminar

‘Territoires metropolitains innovants:  
technopoles et poles de competitivite’

Tunis, 20.6.2007

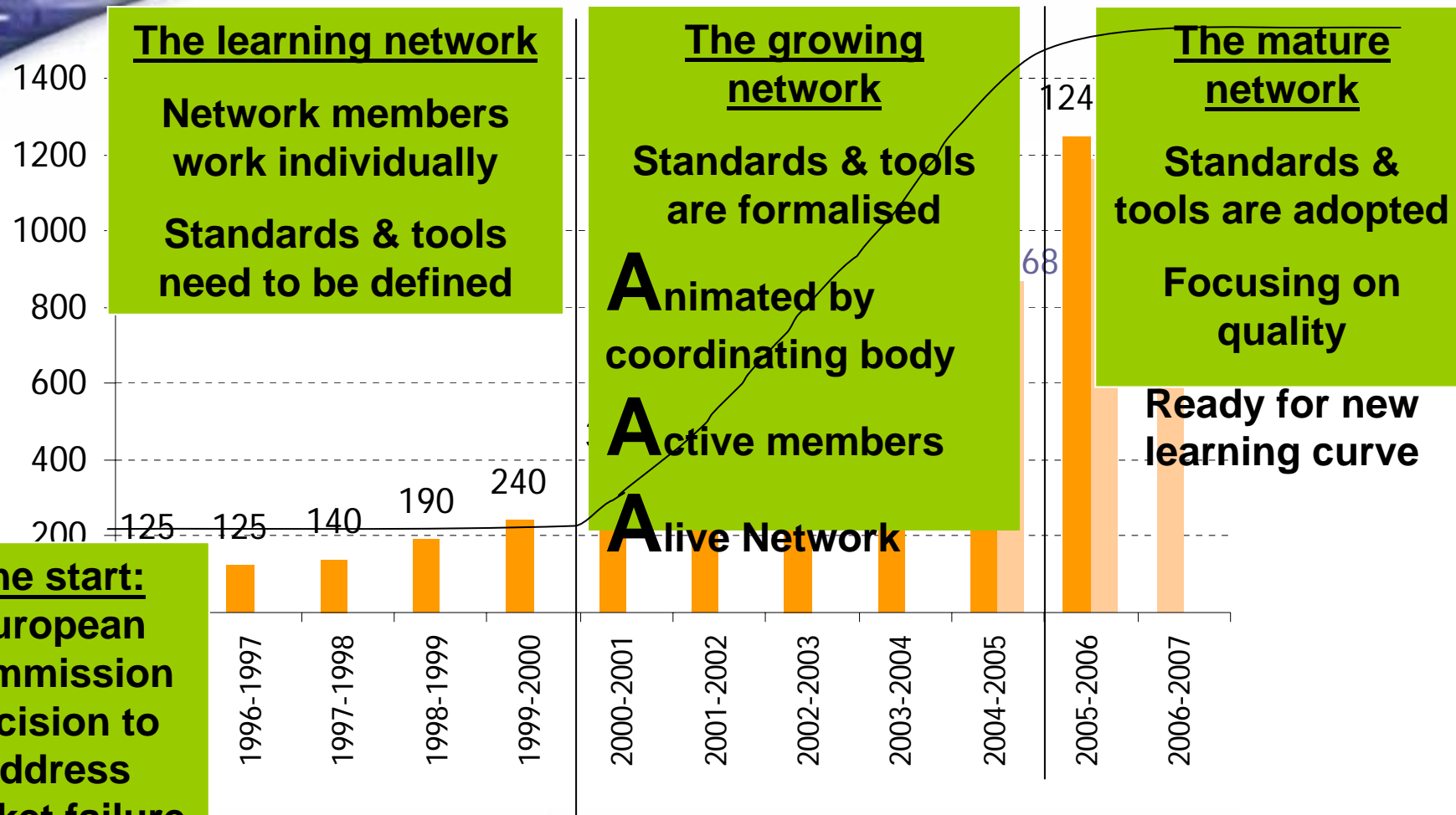


The importance of being an  
**A**ctive Member in an  
**A**live Network  
**A**nimated by a coordinating body

To build industrial  
partnerships  
To enhance competitiveness  
To speed up the learning  
curve



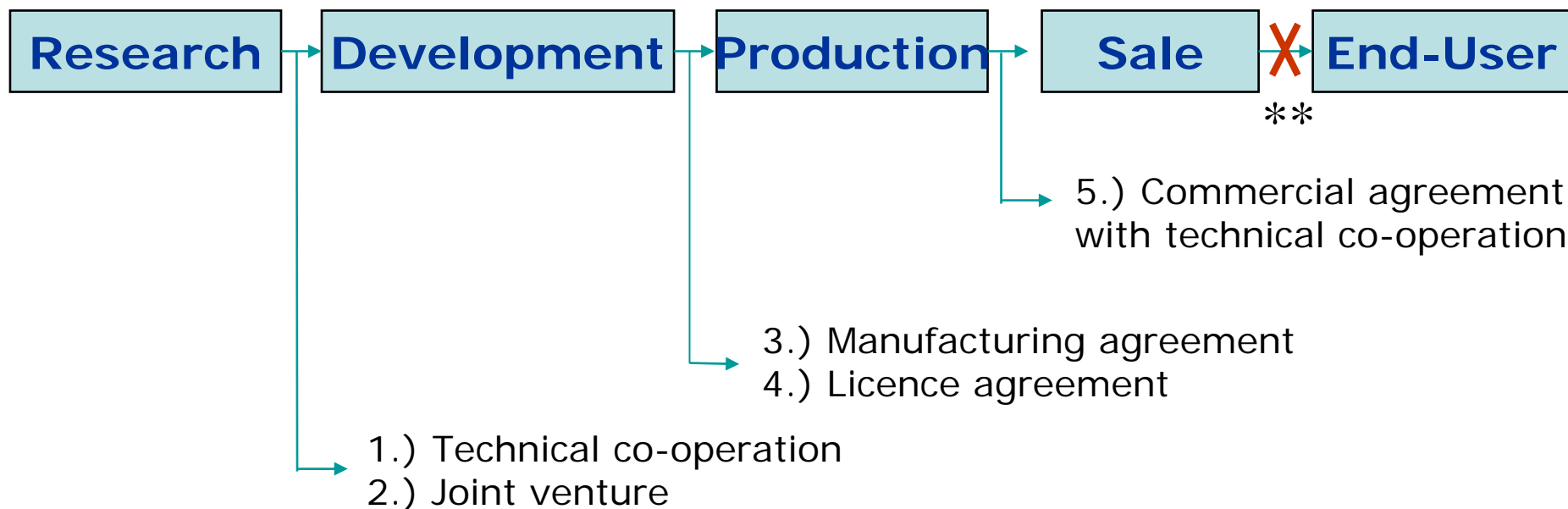
## Companies achieving technology partnerships



**The start:**  
 European Commission decision to address market failure

■ Nb clients   ■ End of reporting period

# In the business value chain IRC client organisations close 5 types of transnational technology transfer (TTT)\* agreements



\* A TTT is a transfer of technology, product, process, expertise or know-how between 2 parties.

\*\* A TTT is not just a commercial activity: there must be an element of innovation.





**What?** Set up of Euro-Mediterranean Industrial Partnerships (EMIP) network

**Why?** Big opportunities and big threats for MEDA countries. Industry needs to innovate

**Who?** Selected business support

**How?** 1.) EMIP training course

2.) EMIP pilot actions

3.) **A**nimation to build **AAA** EMIP

**When?** 1<sup>st</sup> training 31.7.07 Cairo



**Why?** High-tech, fast growing companies hosted in Technoparks face common opportunities and threat.

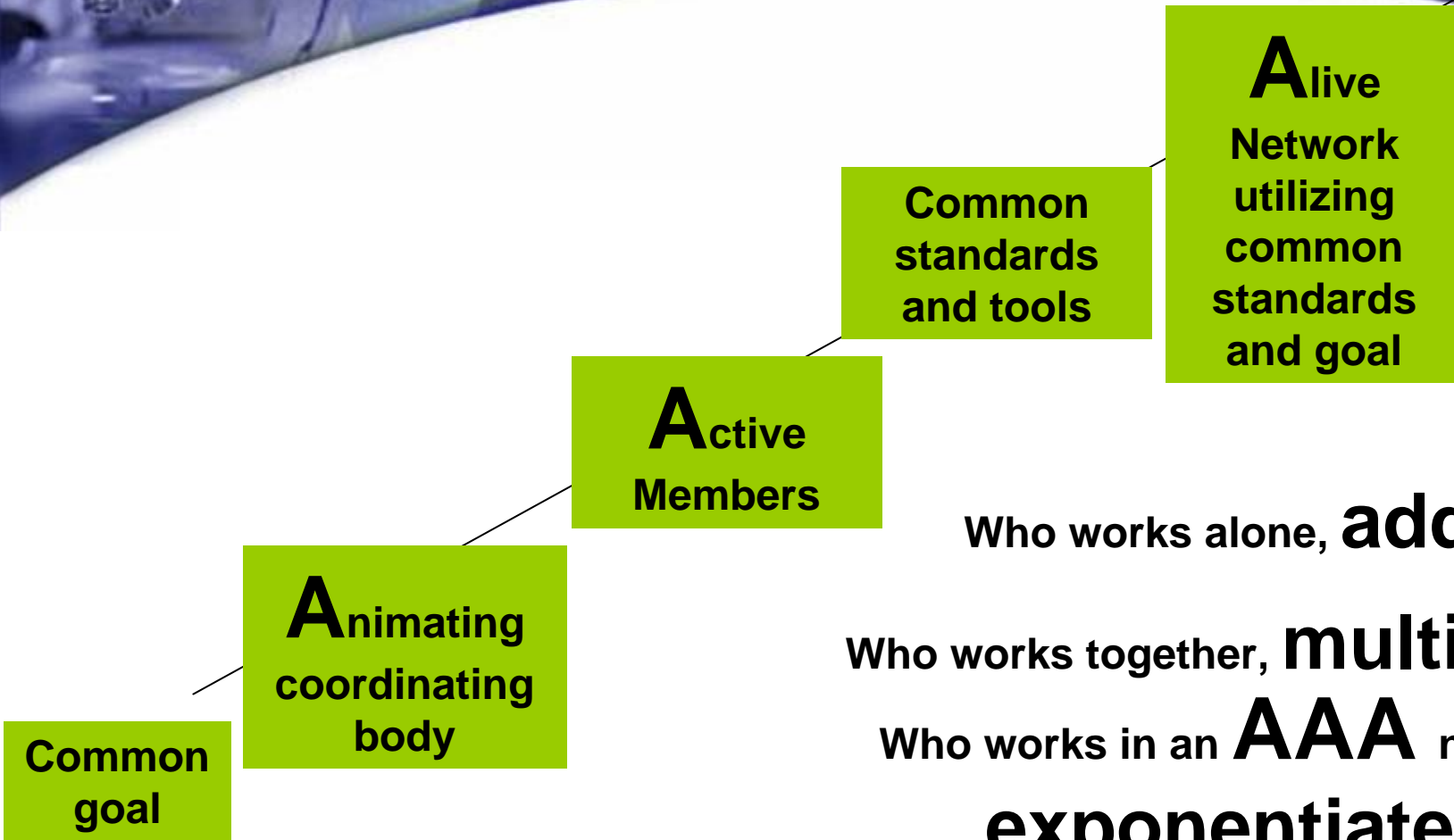
**Who?** Technoparks offering client companies value added services and wishing to have faster learning curve in

doing so.  
**Interest in alive network?**

# Ingredients Triple A Networks – the stairway to success



Success



Who works alone, **adds**.

Who works together, **multiplies**.

Who works in an **AAA** network, **exponentiates**.



**Merci pour votre attention**



**<http://www.intrasoft-intl.com>**

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# Contact us!



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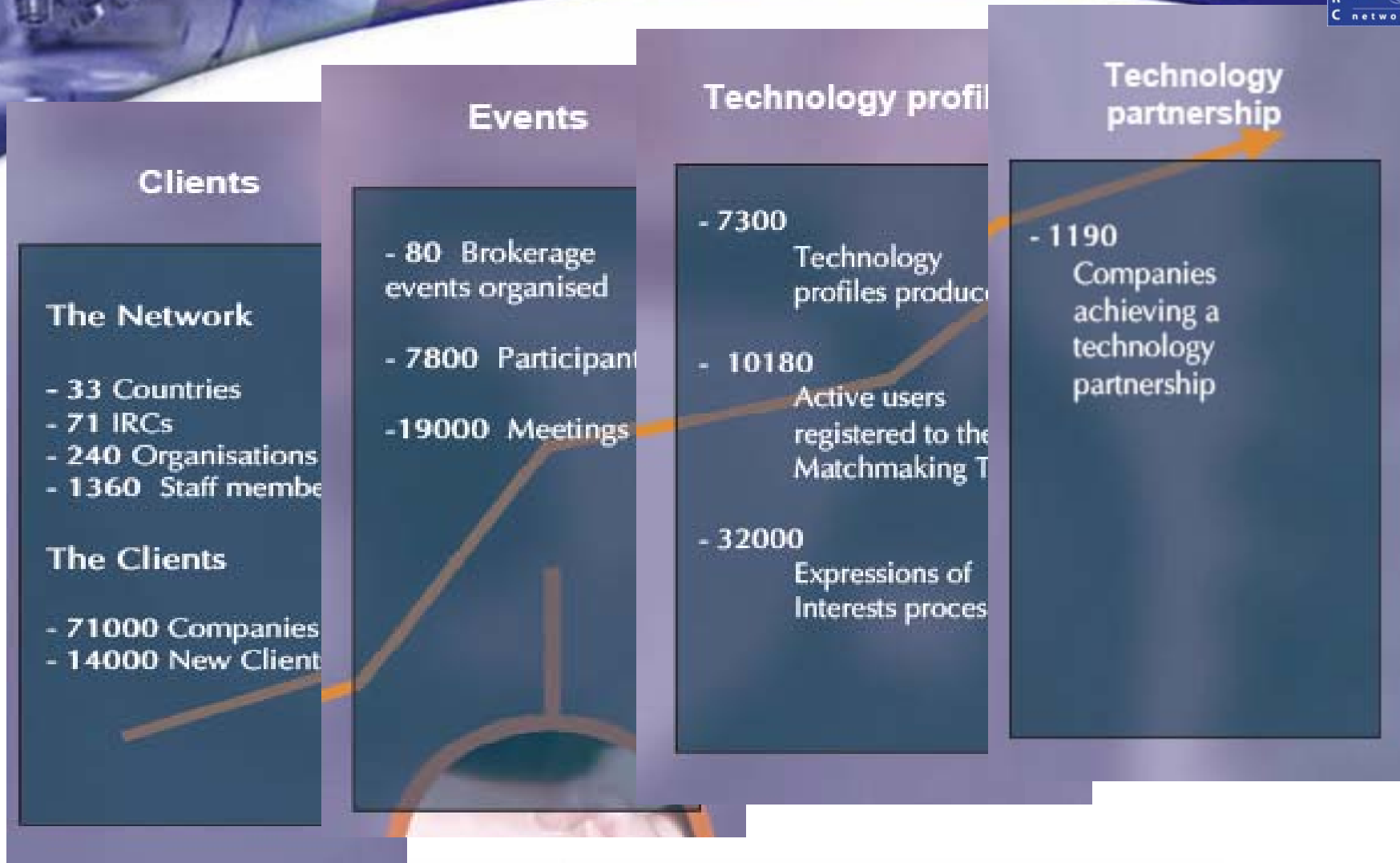
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# Backup

# Results: Collaborations with client organisations 2005-2006

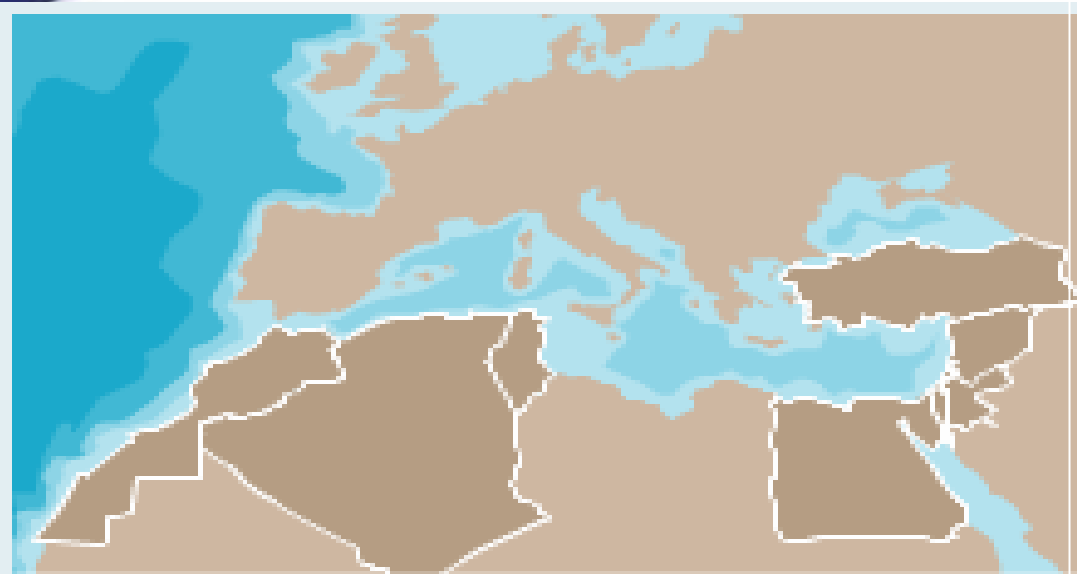


# Key Facts Medibtikar



- EuroMed, Innovation and Technology Programme  
- also called Medibtikar
- Three year duration April 2006 – March 2009
- €7.3 million budget
- Core team of Key European experts from six Innovation Consultancies (Intrasoft, Planet, BDPA, CKA, Zenit & AFII)
- Additional short term local and international experts
- Supervised by EU Delegation in Cairo
- Discussed with National Focal Points (NFPs) in 10 MEDA countries

# 10 MEDA countries are Medibtikar beneficiaries



- Algeria
- Egypt
- Israel
- Jordan
- Lebanon
- Morocco
- Palestine Territory
- Syria
- Tunisia
- Turkey

# Expected Impact Medibtikar



- An environment conducive to investment and private sector development
- Common strategies and projects, innovation culture in businesses
- The development of intermediary organisations, in particular those supporting SMEs
- The establishment of mutually beneficial links with European and global development, innovation and technology and knowledge transfer actors