

# Funding to Develop New Products and Processes ... and Access New Markets

Grants of between €1M and €5M are available to your company to fund:

- Development of new products, services and processes
- Building new technical capabilities into your supply chain
- Development of new customer relationships
- Promotion of new products to new markets

## Why This Event On The 26<sup>th</sup> October Is Important?

Innovation is has now become the most effective business process for new business development. However, creating new products and services that out perform existing competitors' offerings is seldom simple or cheap. That is why smart firms are using new "open Innovation" techniques, forming partnerships with like minded companies and technology institutes to bring highly differentiated new products to the market.

Specially focussed UK and European Commission product development funds allow SMEs to access the best possible R&D resources and leverage their own spend by around 20:1 (for a typical R&D expenditure of €50k accessing €1M of R&D activity).

This event will explain how you can apply new innovation processes and exploit UK and EC funding to successfully create new and better differentiated products and services.

## Who Should Attend?

Owners and senior executives from small and medium sized companies such as:

- **Manufacturing service providers:** wanting to move up the value chain from components to integrated solutions, and to value-add to current products and services.
- **Mature companies:** in stagnant and declining sectors seeking to re-invent themselves in order to transit into new and more sustainable markets for their products and services.
- **Hi-tech start-ups:** with strong early stage offerings needing to realise high volume applications for their technology, access markets and build customer relationships.

## What Will You Learn?

You will see how other small to medium sized companies have successfully created business growth by applying these techniques and funding. You will find out what support and advice is available to help you to do the same and get the chance to discuss your new product, process and service ideas with experts who can advise on whether you might be able to secure EC funding.

10:30	Coffee & Registration	
11:00	Welcome & Keynote Address	
11:10	Innovation: <i>The Key Business Process for the Decade</i>	
11:30	The National/Sector Perspective	
11:50	How Small Firms Have Made It Happen Using EC Funding	
12:10	How Can You Make It Happen?	
12:25	Concluding Remarks	
12.30	Lunch	
13:00	Concept Surgeries <i>(Individual and confidential consultations regarding your product and service development ideas)</i>	

## About Pera

Established sixty years ago by the British Government, Pera has grown to become one of Europe's leading international providers of innovation support to small firms. Focusing at a regional level and working between industry clusters and the science base, Pera delivers innovation support programmes in 20 regions in 10 countries across Europe. The organisation provides innovation policy advice at a European, national and regional level and is the largest provider of public sector support in the UK for manufacturing improvement advice, innovation and technology transfer. Pera has assisted over 100,000 SMEs in the last decade and is estimated to have helped to create more than €500M of new sales and safeguard 50,000 jobs.

In particular, Pera provide innovation services to firms to help them create new product ideas capable of generating significant business growth, then go on to help them secure the funding, technical resources, customers and supply partners to realise the concepts into global markets.

Pera's international services play a strategic role in helping to redress the balance away from the traditional, closed, models of innovation which rely on firms internal resources to provide the funding and expertise to realise new and ground-breaking offering, and towards more open models that leverage international supply chain partners, new customers and European public funding opportunities. Pera apply these "open innovation" techniques to help companies access and integrate internationally dispersed scientific and technical expertise into individual development programmes to deliver new products and services in a market-ready and highly convergent form. In the last year alone, Pera has helped over 200 companies' access over €150M of public funding to develop enabling technology to realise their innovative product and service ideas into global markets.

## Event Registration Form

Please complete the below registration form to be returned by e-mail to Lynsey Darroch at Scottish Enterprise Grampian lynsey.darroch@scotent.co.uk or fax to 01224 213417 etc by 20<sup>th</sup> October 2006.  
Lynsey Darroch - direct dial : 01224 252143

<b>Date of event</b>	26 <sup>th</sup> October 2006
<b>Location of event</b>	Davidson House, Aberdeen Science & Technology Park, Bridge of Don, Aberdeen

<b>Contact person name</b>	
<b>Company name</b>	
<b>Address</b>	
<b>Post code</b>	
<b>City</b>	
<b>Country</b>	
<b>Company website</b>	
<b>Telephone number</b>	

<b>Number of employees</b>	<input type="checkbox"/> <5 <input type="checkbox"/> 6-20 <input type="checkbox"/> 21-250 <input type="checkbox"/> >250
<b>Approx age of company</b>	<input type="checkbox"/> <3 years <input type="checkbox"/> 3-10 years <input type="checkbox"/> >10 years
<b>Have you ever received R&amp;D grants from the following?</b>	<input type="checkbox"/> EC Framework Programme <input type="checkbox"/> National funding body <input type="checkbox"/> Regional funding body
<b>What products does your company make?</b>	
<b>What main processes do you use?</b>	
<b>What are the primary and secondary sector(s) you sell your products/services into? (e.g. automotive, textile etc.)</b>	<b>Primary sector</b>  <b>Secondary sector</b>
<b>Do you sell your products/services to end-users or do you supply as part of a supply chain</b>	<input type="checkbox"/> Sell to direct consumers <input type="checkbox"/> Sell to businesses within a supply chain <input type="checkbox"/> Sell to public sector
<b>What new markets or sectors are you particularly interested in selling into</b>	