



Manufacturing for New Markets

Financing Recovery
Funding Innovation and Investment

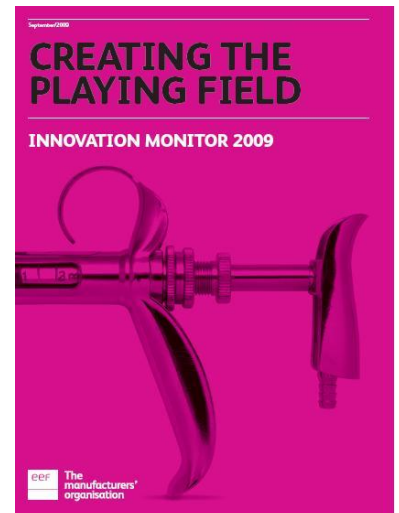
Martin Wassell
EEF Midlands

eeef

The
manufacturers'
organisation

Agenda

- Manufacturers and Innovation
- FP7 – a mechanism to address barriers?
- Key messages for manufacturers and government

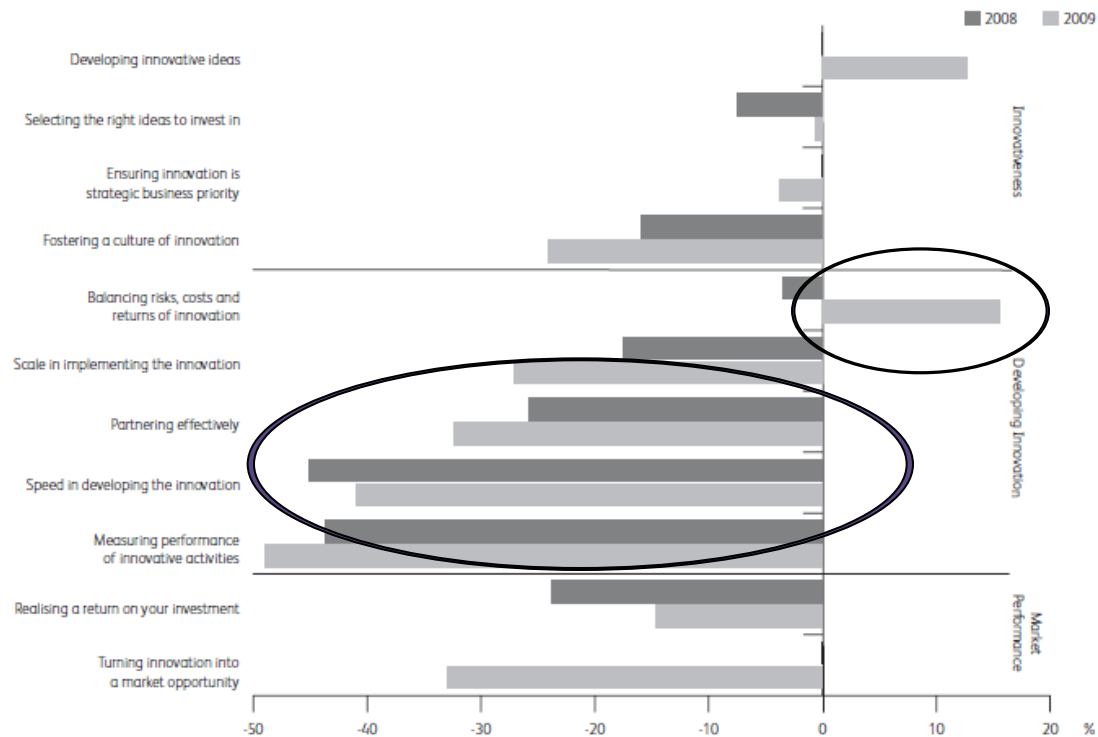


Innovation Process Challenge

Chart 3

Innovativeness doesn't always lead to market performance

% strong less % weak at innovation-related capability



Financing Innovation

Chart 7

Funding innovation in

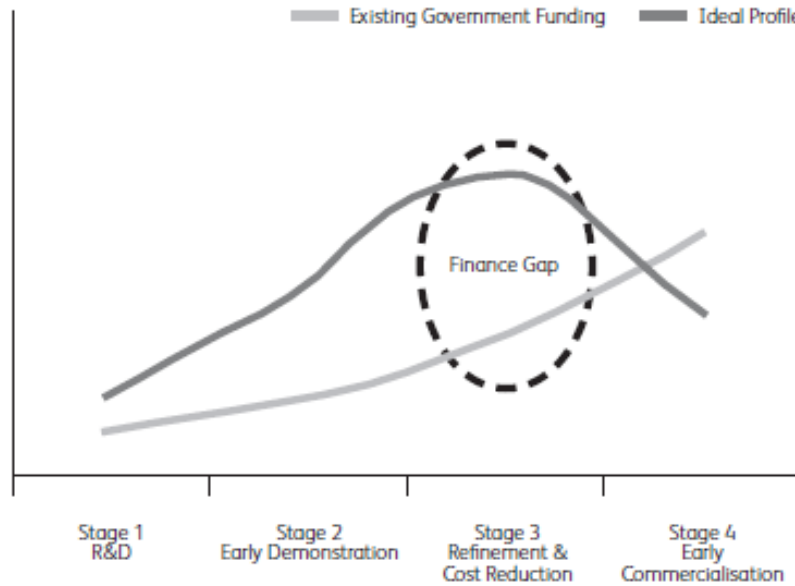
% citing change in access to finan



Source: EEF 2009 Innovation Monitor

Chart 10

Government support for growth is poorly targeted

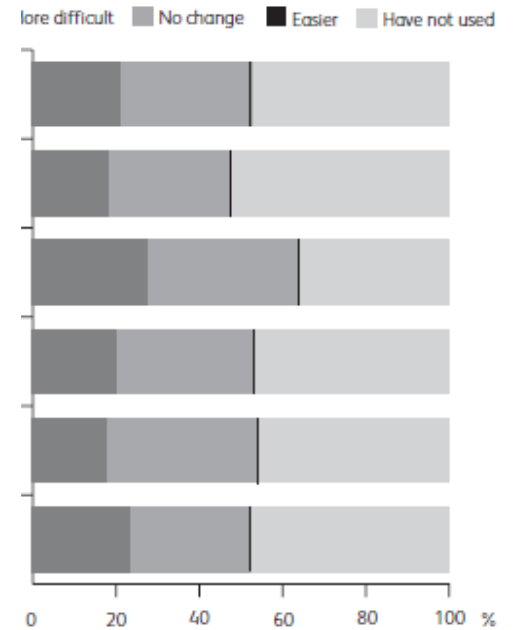


Source: Watson (2008) and Carbon Trust (2006)

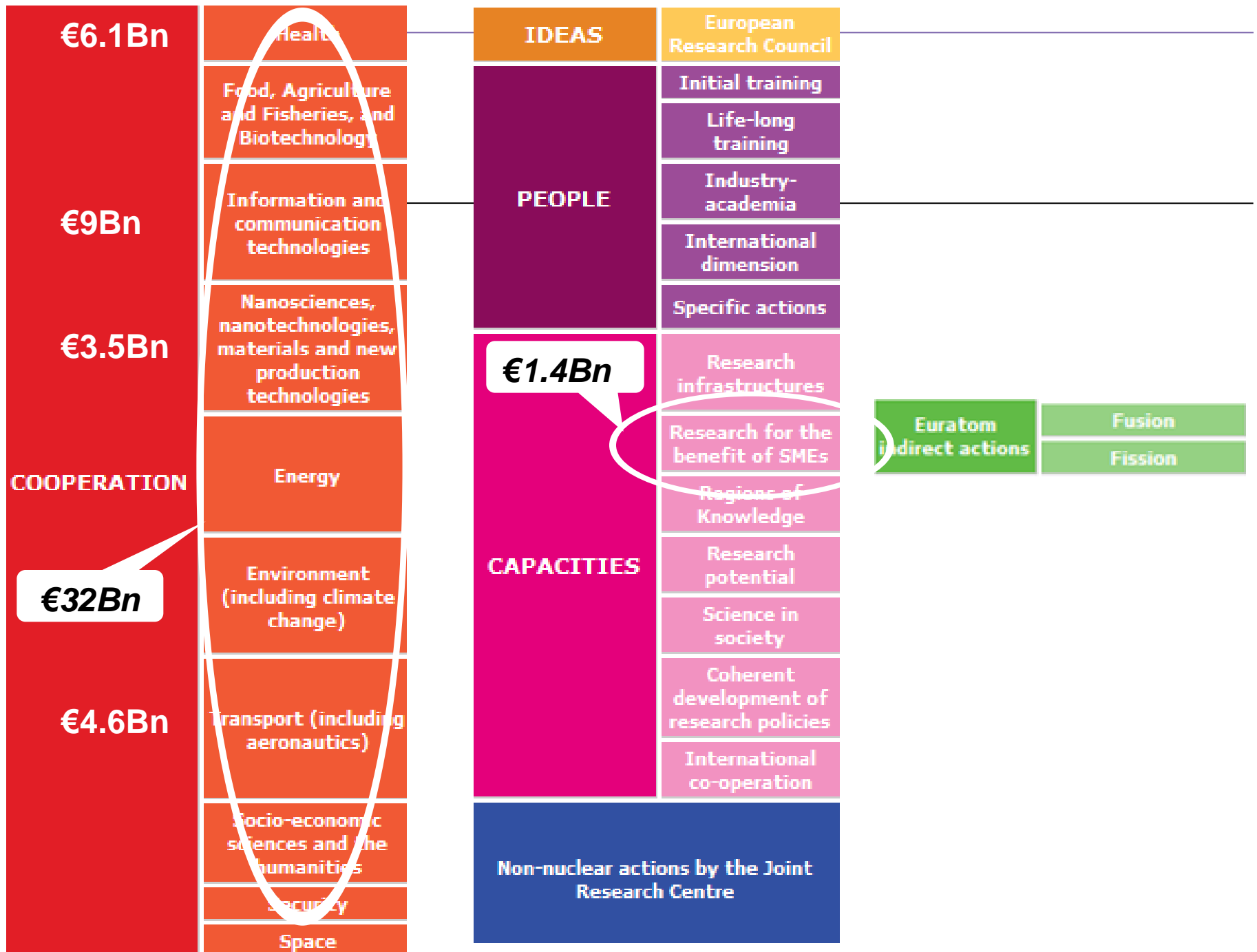
Chart 8

have difficulty accessing bank finance

the finance for innovation, by performance at innovation



monitor



Research or Non Research Capable?

Research Capable

Small, medium and large collaborative

- Research capable companies
- Thematic projects
- Typical project value of €2-15m+
- SME, Large Enterprise (LE), research and University partners
- *IP, funding and secured value chain supplier opportunities*
- *IP and research funding opportunities*

Non Research Capable

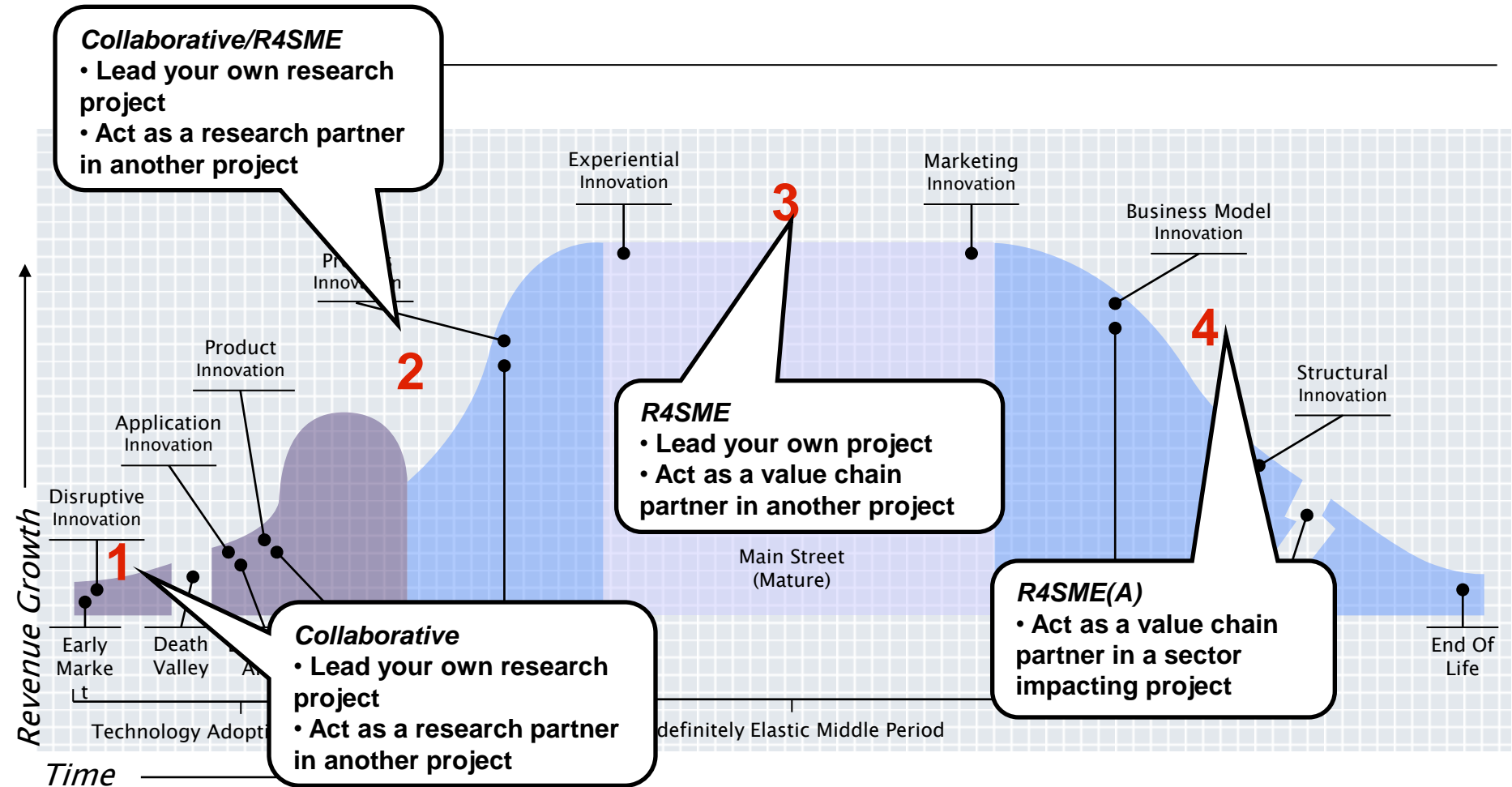
Research for SMEs (R4SMEs)

- Non-thematic projects
- Typical project value of €1.5m
- SME dominated value chain with up to one Large Enterprise (LE)
- R&D sub-contracted to RTO's
- *Secured value chain supplier opportunities for SMEs*

It's Not All About Research

- Key drivers for manufacturers.....
 - Identify and access new markets
 - Secure potential commercial business opportunities
 - Build value chain networks into Europe
 - Get to know potential large clients and work alongside them
 - Be involved with developing new products and processes with a c. 95% leverage on cost
 - Change the relationship with your customers
 - Access clever people with leading edge knowledge and ideas
 - Reduce cost and risk of innovation

Business Lifecycle Stages – Different Barriers?



World's First Piezo Powered Source for TPMS



- Piezotag Ltd. formed in 2004
- Development of TPMS
 - H&S
 - Optimum vehicle performance
 - Energy saving
- 3 distinct development iterations
 - Leveraged FP funding for initial development

Key Messages

Message to Manufacturers

- Be ambitious about growth and strategic about innovation
- Better management and measurement
- Continue to open innovation up to suppliers

Message to Government

- A single source of finance to support ambitious companies
- Make the most of any finance with broader support
- Manufacturers need more than finance, they need certainty



Manufacturing for New Markets

Financing Recovery
Funding Innovation and Investment

Martin Wassell
EEF Midlands

eeef

The
manufacturers'
organisation