



# UPDATE No. 60

September 2005 - For SPICE Group Members only

- *Special: Business Incubation in New Zealand*
- *New features on SPICE Group web site*
- *SPICE events in Estonia and Korea*

Dear Member,

This issue of SPICE Update informs about recent SPICE meetings held August 23/24, 2005 in Tallinn Estonia at the BALTIC DYNAMICS, and August 27, 2005 in Daegu, Korea at the 3<sup>rd</sup> APEC Incubator Forum. Both meetings had a short agenda and mostly served maintaining and developing the personal contacts within the network. However, there were a few matters of general interest to members and therefore have to be reported.

In this Update we also inform about a few new SPICE Group web site features ([www.spice-group.net](http://www.spice-group.net)). The changes are aimed at making the web site more actual, useful and interactive for members and users. There are too many new features for describing them all at once. Therefore we only give examples and invite you to visit the web site (as other users do on average about 25,000 times per month) and find out yourself what it has to offer. Additionally we will provide advice how to use specific parts of the web site in future updates.

### *A matter of honor*

All business incubation associations, especially if members of SPICE Group, should understand it as a matter of honor to keep their profiles in SPICA Directory Online up-to-date. Do you remember? SPICA Directory is a joint initiative of (almost) all associations to create a global directory of business incubators, science/ technology parks and their associations. The directory was published and the World Conference on Business Incubation held in Rio de Janeiro, October 2001. One year later SPICA Directory went online. The years passed by – but not all associations kept information in their profile up-to-date. Outdated information not only is a problem for those trying to get an actual picture about development of business incubation in the world. It also is bad for the image of the respective association. By the way, this also is true for individual business incubators and technoparks. We do our best to keep information actual; however, this is not possible without your help. Therefore we urge you to have a look at your profile in SPICA Directory Online ([www.spica-directory.net](http://www.spica-directory.net)) and complete or update information. Your user ID and password gives you the administrator rights necessary for making all changes and updates in the profiles. In case you do not remember your password or need support, please do not hesitate contacting the SDO Team at [spice@spica-directory.net](mailto:spice@spica-directory.net)

### *GNBI Online survey*

The Baltimore Summit of the Global network on Business Incubation agreed on providing a set of basic data about the situation of business incubation activities as a basis for developing a better understanding about the development of this industry. A questionnaire has been sent to all associations – but only a few answered. Therefore we made this questionnaire available online at [www.spica-directory.net](http://www.spica-directory.net). Your advantage filling out the questionnaire online is that you can have a look at the data already provided and get your own idea about the situation in other countries. Once on the SPICA Directory Online web site you also may have a look at individual profiles of associations, incubators, and technoparks – and update your own profile.

## The 12<sup>th</sup> Global Summit

### of Business Incubation Associations

will be held at the conference **BI 7: Future Success** in Sheffield, United Kingdom, 27-29 November, 2005. The conference will attract 400 delegates from the global business incubation community to debate and discuss advancements in incubation, good practice, sector specific topics and the wider business support agenda and incubation's role in it. Further information on the website <http://www.ukbi.co.uk/?sid=144>

Contact: Toni Wanklin, email: [t.wanklin@ukbi.co.uk](mailto:t.wanklin@ukbi.co.uk)

For the 12<sup>th</sup> Summit you may check the draft agenda on the web site [www.spica-directory.net/Summit](http://www.spica-directory.net/Summit)

Please send proposals or comments on the agenda to [spice@world-summit.net](mailto:spice@world-summit.net) with a copy to Peter Harman [p.harman@ukbi.co.uk](mailto:p.harman@ukbi.co.uk)

### Reminder: from the 11th Global Summit:

Associations agreed to deliver information and material for the GNBI Work Groups:

**Information Dissemination:** Associations agreed:

- to provide information (tools, templates, success stories, case studies, etc.) for the iDISC Web site To market the iDISC Web site actively, e.g., by providing a link from the associations' Web sites. To volunteer work for editing contributions to iDISC and selecting information for translation

to the: ANPROTEC, Paulo Miranda

**Professional Development:** Summit participants agreed to provide their view on the "10 relevant competencies of business incubation managers" to the work group coordinator: UK Business Incubation, Peter Harman

**Business Incubation Research:** Summit participants agreed to provide answers to a set of questions that associations can use to survey their members to generate global data to the coordinator: AABI, Rustam Lalkaka

## ***The 111<sup>th</sup> SPICE Meeting in Tallinn, Estonia***

Due to arrival times of members the 111<sup>th</sup> SPICE meeting only could be organized in two parts. The first part took place the day before the BALTIC DYNAMICS 2005. Hosted by Raivo Tamkivi and his colleague **Kaupo Pastak** (chairman of the technopark Executive Board) SPICE members met in Tallinn's leading fish restaurant "Möökala" (Swordfish) for a dinner and for discussing three important issues:

**GNBI and SPICE Group:** Members already know from earlier reports in SPICE Update and from the Resolution of the 10<sup>th</sup> and 11<sup>th</sup> Global Summit (see [www.spica-directory.net](http://www.spica-directory.net)) that SPICE Group has volunteered to provide basic secretarial services to GNBI, Global Network for Business Incubation. This service is provided to the extent capacities allow, and as long as members of the SPICE network agree with this activity and, GNBI does not have own resources available for this purpose. 27 national associations already are represented within SPICE Group and therefore it appeared logical to support GNBI being a global and informal network of business incubation associations. Members wishing to comment on these cooperative efforts are invited to contact one of the secretariats.

**Upgrade of the SPICE Group web site:** New features will be made available step by step on the SPICE and SPICA Directory web sites. The changes are aimed at improving the web sites as tools for marketing know how and experience available from SPICE Group. For this purpose detailed profiles of SPICE members will be provided. For the time being these profiles are available with the "for members" section only. As soon as a larger number of members have completed their profile (see box on next page) the individual profile can be made available to all users of the web site.

**"Formal" SPICE.** No, this is not one more time discussing the same issue. SPICE Group will remain informal as it has been all time. However, experience shows that establishment of a formal structure of SPICE Group is needed for carrying out project activities. Not all potential project partners are willing to accept working with the informal network as it is now. Therefore now the establishment of a formal *sub*-structure is under consideration and preparation. The basic aim is minimize legal and financial requirements for this structure and therefore the legal form of a "registered association" might be found appropriate (other legal forms also are considered). This legal entity will be based on the requirements of the "aims & organization" document and remain open for members to join now or at a later stage. The principle will be that members joining this legal structure will pay a certain cash contribution to the capital of the structure and commit to provide further cash in case operations require. On the other hand members actively participating in projects will receive payments according the regulations of the specific project contract. In case members are interested in joining the "formal SPICE" or simple want to know more about this activity they should contact one of the secretariats.



Thanks to Raivo's and Kaupo's generous invitation SPICE Girl **Barbara Harley** and together with SPICE Boy **Tom Shea** and his wife Cecile as well as **Heinz Fiedler** and **Larisa Brovarska** during the SPICE meeting enjoyed great food and wine right in the center of Old Town Tallinn followed by a nice night walk through the lively streets with medieval buildings.

In the morning of the following day the SPICE meeting was continued with **Luis Sanz** in the conference hotel SAS Radisson. Other SPICE members attending the conference (**Mary Spaeth**, **Pranas Milius** and **Janis Stabulnieks**) arrived later that day and were informed about the outcome of the SPICE meeting by the members who attended the meetings. The following pictures are aimed at giving an impression to those who could not attend these SPICE activities – just to let your know what you have been missing.



## ***The 112<sup>th</sup> SPICE Meeting***

As part of the field trip organized at the 3<sup>rd</sup> APEC Incubator Forum in Daegu, Korea, participants were invited for a traditional Korean dinner. SPICE group took advantage of this opportunity to sit the Asian way around the dinner table and shortly talk about internal matters of the network. Hosted by **Bong Jin Cho**, Korea, members and from eleven countries attended this meeting chaired by **Heinz Fiedler**, Germany: **Julian Webb**, Australia, **RMP Jawahar**, India, **Richard White**, New Zealand, and **Dinah Adkins**, USA. Guests from China, Wang Rong; Philippines, Mercedes Barcelon; Malaysia, Annular Safar, Thailand, Pranee Kiatsurayanon completed this meeting which – regarding the official part – probably was the shortest in history of our network. The topics were the same as summarized under the 111<sup>th</sup> meeting and therefore are not repeated here. However, the place of the meeting is worth mentioning. The restaurant provided delicious meat grilled on a hot stove right in the middle of the table), fish soup and vegetables prepared on a hot stove right in the middle of the tables. The architecture and the friendly atmosphere of restaurant itself, just as the beautiful landscape around made participants feel truly in Korea and with stay in their memories as a good example for the outstanding Korean hospitality.



Conference on tour – SPICE Group inside

**The 112<sup>th</sup> SPICE Meeting near Daegu, Korea**

## ***Views & facts***

### ***European Union Innovation Policy in Europe 2004***

The EU Annual Report "Innovation Policy in Europe 2004" outlines challenges to innovation throughout the EU and in individual countries. The need for small- and medium-sized enterprises to create more new products and bring more new products to the market is one of the issues. The report also informs on best practices in incubation and provides benchmarks to compare the 25 EU countries with other European nations, the Mediterranean region, nine countries in Asia, and North America. Download: [http://www.trendchart.org/annualreports/report2004/Innovation\\_policy\\_europe\\_2004.pdf](http://www.trendchart.org/annualreports/report2004/Innovation_policy_europe_2004.pdf).

### ***Germany PINC Regional Pre-Incubation Initiative***

Five business incubators in the region of Dortmund, Germany have joined to form "TEC5plus" for providing a special service to would-be entrepreneurs. Since September 2002 PINC, the Pre-Incubator Center, served 32 projects, 18 (56 per cent) were successful and lead to new start-up companies, 16 of these companies became tenants of one of the TEC5plus incubators in Dortmund, Unna, and Hamm. Because of this positive result TEC5plus decided to continue the PINC initiative although financial support from the German Federal Ministry for research and Education will terminate this months (September 2005). This initiative pays special attention to candidates from research and therefore closely cooperates with the technology transfer offices of regional universities.

Info: [http://www.tzdo.de/002\\_Leistungen/050\\_kompetenzzentren/pinc\\_en](http://www.tzdo.de/002_Leistungen/050_kompetenzzentren/pinc_en)

## **New Zealand** *Technology Week in February 2006*

New Zealand's future will be determined by the way in which we commercialise our innovations and take them to the world. New Zealand has a culture of developing new ideas and we have started to see our knowledge based companies in the biotechnology, ICT and creative sectors achieve significant international success. But, we need more success! **NZ Tech Week** – New Thinking 2006 is about profiling our star performers, sharing networks and announcing to the world the arrival of New Zealand in the tech space. New Zealand's leading technology organisations are working together:

NZ Bio, Incubators New Zealand, KEA, New Zealand Venture Capital Association, Designers Institute of New Zealand  
New Zealand Technology Week is destined to become the major annual event for New Zealand's technology companies and the essential business meeting for New Zealand's rising stars. The week will bring together a wide range of companies from the life sciences, ICT & creative sectors for industry updates, investor and partnering presentations, networking, technical sessions and concurrent exhibitions. It will provide opportunities to explore collaborations and synergies and will attract national and international participants. Significant numbers of KEA are expected to come back to New Zealand to provide their advice, look at investment opportunities and help with market contacts. They want the chance to see and learn what New Zealand technology companies are doing and how they can play a part. Surely you will want the same.

Contact: INCUBATORS NZ, email: [a.hamilton@xtra.co.nz](mailto:a.hamilton@xtra.co.nz)

## **New Zealand** *State of the Art*

*by Richard White*

As recently as 2000, a business incubation industry did not exist in New Zealand. In the period since, 18 incubators have been developed, an effective industry association has been established and the industry is maturing rapidly. A number of the incubators are operating to world best standards, according to industry experts such as Julian Webb.

While New Zealand Trade and Enterprise (the NZ government's economic development agency) has played a catalytic role in the industry's birth and early growth, the key to its rapid development is a symbiotic relationship between government (NZTE) and industry (represented by Incubators New Zealand, the industry association). This has been based on a common strategic direction and a determination to make the industry self-sustainable so that within a reasonable timeframe responsibility for its future leadership can be fully devolved from government to the private sector. This so far harmonious model of public/private sector engagement has been praised by visitors such as Peter Harman (UKBI).

The very focused strategic direction agreed on, backed by a range of best practice industry initiatives undertaken jointly between NZTE and Incubators NZ, has contributed to the emergence of a world class incubation industry. One example of a successful strategic initiative is the design and implementation of an online reporting portal which allows the collection and analysis of performance metrics from all New Zealand incubators, their resident companies and graduates, plus sophisticated survey data. This means that industry performance, effectiveness and economic impact can be measured over time.

Another example is the development of capability assessment software (based on NBIA best practices) which facilitates performance measurement, trends and benchmarking of incubators and the industry as a whole. It is hoped that over time this will become an international standard benchmarking tool.

New Zealand is a country of just 4m people. The size of the domestic economy demands an international focus from growth oriented SME businesses, but its geographic isolation from key world markets means it must overcome the "tyranny of distance". The New Zealand model will be of interest to countries or regions that share these characteristics; also to developing nations and states where incubation is emerging as an enabling tool for economic growth; and to more mature markets that might be experiencing difficulty in engaging with key stakeholders and agreeing on an appropriate strategic direction (e.g. either side of the government/industry divide).

Contact: Richard White, email: [Richard.White@nzte.govt.nz](mailto:Richard.White@nzte.govt.nz)

---

## **South Africa** *Trade mission to Germany*

A government and business delegation from South Africa recently visited Germany on a trade mission that resulted in important networking for Embizeni ISC with similar institutions and leads for partnerships with manufacturers of electronic equipment. Embizeni ISC was represented by its CEO, **Mdu Mkhonza**. Embizeni ISC objectives were to increase awareness of and demonstrate the potential for partnerships.

At the "Zentrum fur Energie und Technik" ZET, a business incubators located in Rendsburg the delegation discussed with the manager Marco Neumann and agreed to pursue discussion on bilateral agreement which will include exchange program, information sharing and seeking opportunities for Durban based companies in German and vice versa. A partnership agreement in electronics equipment distributorship and/or manufacturing of components is investigated with one of the ZET tenants, who has previously worked in South Africa and knows the economic potential. The company is looking for distributorship agreement for their opto-electronic measurement systems in South Africa with a possibility of setting up a local manufacturing plant.

Some of the other technologies discussed were: On Safety and Security - Biometrics, Smart cards, RFID, CCTV, Databases, Fire Detection, Access control and Information and Telecommunications: the need for networks redundancy, networks for media coverage, networks for emergency calls, intrusion detection, media workstations, e-payment, traffic management systems, , availability of broadband wireless technologies.

The trade mission is evaluated positively and next weeks will lead to consolidating the relationships developed during the visits.

Contact: Mr. Mdu Mkhonza, Embizeni Innovation Support Centre, email: [Mdu@innovation.org.za](mailto:Mdu@innovation.org.za)



## NEW on the SPICE Group web site

Now the personal profiles of SPICE Group members are / can be completed by adding information about professional experience, education and more. We have provided the template for this information and will make it searchable. Users of the web site than will be able finding the expertise they are looking for. Finding a project partner or a consultant becomes much easier with this new feature.

However, to make it work you need to become active: information about yourself only can be put into the system by yourself.

The box on this page provides practical instructions how to get your profile actual and ready for publication. For the time being we make this information available only for SPICE Group members. However, as soon as most of the members have provided their profile we will open this information to all users.

### How to...

...update your personal profile on the PUMBAA pages

- open [www.spice-group.net](http://www.spice-group.net)
- click on "PUMBAA" in the left column
- insert your user ID and password
- select "My profile" in the sub-menu of PUMBAA
- insert information into the different categories
- when finished click on "send"
- and your profile is ready

If you have difficulties with this system, just send an actual CV to the SPICE Group secretariat – and we will do the rest. By the way, by clicking on "Members" in the same sub menu you find the profiles of other SPICE Girls & Boys.

## New Members



### Richard White

joined New Zealand Trade and Enterprise, the New Zealand government's economic development agency, in 2002. His primary responsibility is overseeing the development of New Zealand's business incubation industry. Prior to joining NZTE Richard spent 3 years as Chief Executive of the Insurance Institute of New Zealand. This assignment followed a 15 year career in corporate and commercial banking. Richard holds a Master of Business qualification and is a Fellow of the Australasian Institute of Banking and Finance. He has served on the board of the AIBF since 2001. Richard's business philosophy is growth through collaboration and innovation. He is firmly convinced that innovators, entrepreneurs and high growth small businesses will drive the evolution of New Zealand's economy from primary sector commodity supplier to world leading innovator in the agritech, biotech, ICT and creative sectors.

## About Members



### Karl-Heinz Klinger

is making innovative findings and developments from Russia available for international business cooperation in an easy-to-find way. He has established a web based brokerage system (see [www.technostart.de](http://www.technostart.de) and there click on "Innovationsbörse") with offers from many different technologies, e.g. biotechnology, medicine, chemistry, new materials, electronics, software, and information technology. If users find something interesting in the listing, Karl-Heinz Klinger can provide details and make the direct link. Based on his extensive experience from working in Russia, his knowledge of the language and culture he this way he secures and efficient and reliable contacts and prospective success. The system is available in German and Russian Language (the English version is under construction) – but quite a number of offers are described in English anyhow.

## Coming Events - 2005

### Science Based Incubators Best Science Based Incubator Award

The international conference "Best Practices in Science Based Incubators; Role of Government, Universities and Industry in Incubation", organized by "Science Alliance" will take place in Turin, Italy, December 1 – 2, 2005. At this event the 'Best Science Based Incubator' award will be presented. Candidates for this award can be proposed using a questionnaire available on the website [www.science-alliance.nl](http://www.science-alliance.nl) also providing more details regarding the conference. The conference and 'Best Science Based Incubator Award' scheme have now been successfully running for four years. Previous winners of this prestigious award were Tsinghua Science Park in Shanghai, P.R. China, the Oxford BioBusiness Centre in the UK, and last year's winner, the Politecnico di Torino, Italy.

**Check the SPICE Calendar:** [www.spice-group.net/events](http://www.spice-group.net/events) The first months of 2006 are filling rapidly and if the event you are planning for is not yet on the list it is time to send us an email. Make sure potential participants know in time about your conference – before they mark their calendar for another event same time.

### And finally...

Summer is over and the second conference season of 2005 has begun. There already were a number of events offering opportunities for making new friends and maintaining the good old links. There is nothing better than the personal contact and direct communication. Even after a long time without a personal meeting, the contact works once you meet in person. Do not miss the coming SPICE meetings for getting information about "the truth behind".

*Heinz Fiedler & Larisa Brovarska*