

BrightEconomy
Rotorua
Leading prosperity naturally



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Research and Development

BrightEconomy Board Workshop
26 October 2006



Research & development

Drivers of change: Global

*Technological change
Global competition
Energy demand*

National

*Add value to primary products
Export-focused
Sustainability*

Rotorua's comparative advantages

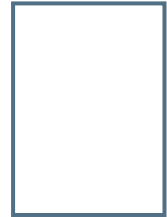
- Central location - linked to NZTE regional focus
- Scion - providing a trans-Tasman link through Ensis
- Waiariki Institute of Technology - RADI Centre of Excellence
- Universities - UoAuckland Business School, UoWaikato

Opportunities:

R & D focus for Rotorua Business
Innovation hub for region

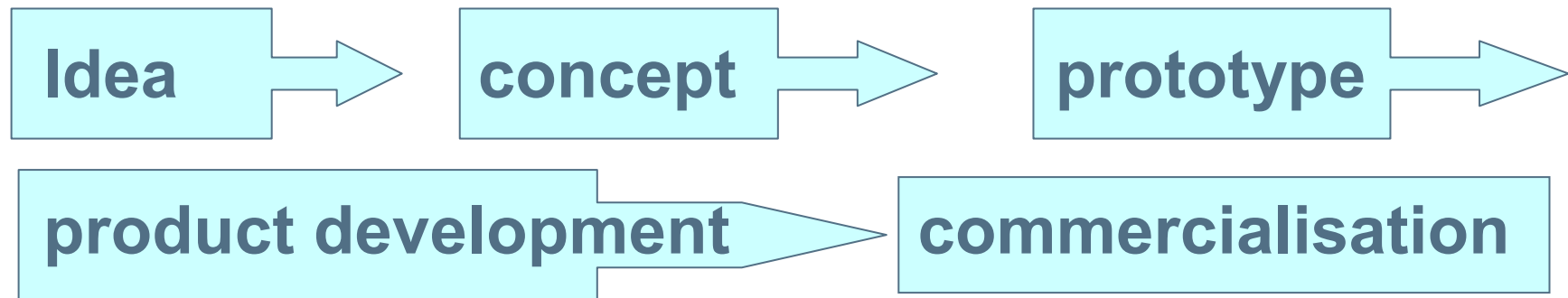


Innovation Definition





How do I engage?





Why engage in R & D?

- Access to the best scientists, researchers and technologists
 - ▶ Specialists
 - ▶ Experts with in-depth knowledge
 - ▶ Innovative ‘problem solvers’
- Access to the best research facilities
- Access to existing IP
- Access to processes to create new IP
- Access to funding



Workshop

- What does our research system need to deliver?
- How can we encourage business to invest more in R&D?
- How can we enhance collaboration?

What are the challenges or barriers?

Presentations





Starting with a 'blank sheet'

- A strategic re-appraisal of the commercial activity you are presently involved in
- A thorough reconsideration of the assets, resources and opportunities available to you
 - ▶ Look & think outside the square
- An in-depth review of market trends in those sectors you are in....or could be in
- A consideration of whether you should be collaborating or partnering – and with whom
 - ▶ Market partners have become essential



Then start thinking about.....

- A balanced development portfolio that involves:
 - ▶ A move away from commodities to value-adding, high-value/high-margin and niche product development
 - ▶ A move into the knowledge economy
 - ▶ Developing your own repository of Intellectual and Human Capital
- Working collectively to achieve critical mass & credibility
 - ▶ Sector-based clustering

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Contact details

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