



Constructing a Sustainably
Competitive Europe

MANUFUTURE'2007 CONFERENCE

WORKSHOP 1

Conclusions and Recommendations

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Main Messages from Workshop Companies

- Qimonda
 - Deal better with complexity
 - People: Competences and Motivation
 - Develop competences and R&D Centers
 - Speed: get first to the market with new products
- Acciona:
 - Adoption of technologies
 - Importance of R&D
 - Addressing new markets
- Assoknowledge European Concept:
 - Cooperation among industry as a must



Challenges for Cooperation

- The importance of trust: how to build this trust and share also the technologies, information behind
- Essential to maintain the leadership and ensure competitiveness



Solutions for Cooperation

Automotive do not differentiate on the tools rather on the products – suppliers talking on the technology very closed on the products. Trust and confidence with partners.

Vertical cooperation is already in place but should be improved towards a win-win cooperation

Horizontal is more difficult, but:

- can cooperate on infrastructure and standardization
- Co-opetition models can be adopted, where companies define the areas in which they cooperate and ones in which they compete
- Develop Stable networks for longer term cooperation and align efforts



Challenges for Investment

- People with capacities regarding the main investment convince and attract
- Need for large investments
- Risk analysis and Returns become the common language between High tech companies and Banks
- Very short depreciation time for High tech equipment. Need for a change in regulations
- The role of public procurement in Europe. Regulation should change
- European Culture should better accept risks and failures in order to foster entrepreneurship



Thanks for attention

