Culture, business and innovations in Europe

What Chinese need to know?

Inno|Praxis
What is Inno|Praxis International:

- **Inno** - *Innovation* – an exploited competence-based competitive advantage. Besides new technology or product it can also be new service, new business or management model, or even new brand.

- **Praxis** – *Practicing* - an active process of learning from the experience and shared practice, conceptualizing the knowledge and bringing into practice to achieve better results.

- **International** – Consulted and trained over 600 experts from 30 countries. Consulted public sector in Poland, Ireland, Russian, Kazakhstan, New Zealand, etc.

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International Clients:

- National or regional authorities, responsible for innovation policies and strategies in Russia, Poland and Kazakhstan.
- Over 40 innovation infrastructure organizations from 20 countries, such as science and technology parks and business incubators.
- Over 20 universities from 11 countries.
- Private developers and investors, who see future in innovations and high-tech from Ireland and Russia.
- International development organizations, as UNDP, USAID and European Union, supporting country authorities in promotion of entrepreneurship and innovations.

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Speaker

- Julia Roelofsen
  - From 2009 partner and advisor in InnoPraxis
  - 4 years in largest in Europe, business driven and profitable technology park network – Technopolis Plc.
  - Born in St. Petersburg, Russia. Lived/worked in Georgia, Finland, Germany and Netherlands.
  - Worked/trained/consulted clients from 30 countries, including almost all European countries & with focus on countries with transitional economies.

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Innovation System Development

1 – Innovation System Potential – Analysing
2 – Willingness to Utilize & Develop Potential – Joint Vision & Promotion

Public Support

R&D
Education
Funding models
Legislation
Regional or cluster development programs
Support of growing companies
Business incubators
STP infrastructure & services

5-8 years
3-5 years
ongoing

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Factors explaining good Inno Performance

1. Historical background
2. Natural sciences and engineering well represented in secondary and tertiary education
3. Strong industrial traditions
4. People have been quick to adopt new technologies
5. Strong tradition of public-private partnership
6. Education, science and technology highly valued in society
7. Common trust in universities and research centres
8. Openness to reforms and innovations
9. Sensitivity to societal changes/crisis
10. Consensus-building tradition

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Innovation and Business Environment

Our Mission is to help the creation of the environment favorable for the development of innovations, attraction of high-tech companies and talented people.

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Successful business communication with Europeans

Particularly in the innovation and technology transfer field

- Is it the right organisation/company?
- Is it the right person in the organisation?
- What are the culture differences?

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Key Stakeholders in the Inno System

- Invention Organisations
- Ministries
- High-tech Companies
- STPs and BICs
- Business Angels & VCs
- Research institutes
- National Patents & Registrations Bureaus
- Regional development centres
- Municipalities
- Public funding organisations
- Organisations promoting “in & out” direct investment
- National Academy
- Innovation Council
- Universities & other high education
- EU & other international funding
- Key actors of the innovation system

Source: Blomberg Consulting 2011 & Culminatum

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Do we mean same things?

Innovation = Exploited Competence-Based Competitive Advantage

- New knowledge, know-how, technology
- New product, technical solution, production process
- New (expert) service
- New design or brand
- New business model, value-chain, value-network
- New organizational, management or working life model
- New way of providing a public service

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Source TEKEL
Used terms

- Science and Technology Park (IASP)
- Technology Centre (Technopolis, Finland)
- University Research Park (USA)
- Teknologie Park (Germany)
- Technopark (Russia)
- Business incubators
- Industrial parks
- Special economic zones
- Technology hub
- Technology transfer centers
- Engineering company
- Innovation centers

- 30% - Technology Park (most used)
- 24% - Science Park
- 13% - STP
- 18% - Others (e.g. Innovation Hub)

Source: IASP

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Do we have time for cooperation?
Who is responsible for cooperation?

Academia
Public Sector
Country 1

Business
Country 2

Aalto Start Up Center
VTT & VTT Ventures
SHOK clustering
Culminatum Clustering

Technopark?
Mr/Ms N?

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Culture studies, Geert Hofstede

NATIONAL CULTURES DIMENSIONS
- Power distance
- Individualism vs Collectivism
- Masculinity vs Femininity
- Uncertainty avoidance
- Long-term orientation
- Indulgence vs Restrain

ORGANISATIONAL CULTURE
- Focus on means (process) or goals (result)?
- Who cares for employee? (employee vs job oriented)
- Identify with company or profession?
- Access & information for outsiders (open vs closed)
- Loose vs tight control (for insiders)
- Normative vs pragmatic (for outsiders)

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What kind of organisation you are dealing with?

PUBLIC vs PRIVATE

- Decision making process: Director, Board of Directors or external (political organization)

- Business strategy (time-span, planned geography) or project orientation (national or EU projects, 3-5 years or less)
Does your partner have previous working experience with China?

What does your partner know about China?

How culture sensitive, international and open-minded person your partner is?
Many faces of same culture
Building trust and personal relationships not so important?

**TRUST**
is very important for long-term partnership

**NEEDS TIME INVESTMENT**
time is money

Family obligations?

Several projects?

Differences between countries

Where is limit? Possible to see

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Advance planning?

- How long in advance to book meeting?
  - Which country?
  - What is level of contact?
  - Double-check?
- How tight is timetable?
- Will there be changes in last moment?
- What are typical working hours?
- Situation with traffic?
- How long is decision making process?
  - Differences between countries?
  - HQ or regional officer?
  - What is decision making?
  - Is China in strategy?

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Language and style of communication

Hei!

Hei Julia!

Sehr geehrte Frau Roelofsen!

Уважаемая Юлия Викторовна!

Dear Mrs Roelofsen!

Szanowni Państwo!

Beste Julia Roelofsen!

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Countries with transitional economies

- Behavioral differences between generations
- Fast changes in organizations, positions & timetables
- From science and public sector driven to market & business driven
- Business & politics are strongly interconnected
- Relatively low level of outsourcing
- Different view to applied research
- Innovations – Technology
- Fast development – straight to business discussion (small talks - later)

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People in high tech business

- Relative young
- Technical background
- Mainly men, single (?)
- Very international
- Multinational teams
- Using & interested in newest technologies
- Not often business skilled
- Not very communicative
- Informal
- Individuals
- Set their own working hours
- Want to be among same kind of people

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Thank You for Attention! Let’s Collaborate!

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