



گزارشی از شرکت هیات ایرانی در

XXI IASP World Conference on Science and Technology Parks

Regional Attractiveness in the Knowledge Economy

**Bergamo, Italy
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فهرست

- کارگاه آموزشی
- کنفرانس
- مجمع عمومی

کارگاه آموزشی

Efficient Management of Science & Technology Parks



- 40 attendants from 26 countries
- 6 Sessions





Science & Technology Parks

An overview of their history, models and role

Luis Sanz. Director General. IASP



UKSPA definition

A Science Park is a business support initiative whose main aim is to encourage and support the start-up and incubation of innovative, high-growth, technology-based businesses through the provision of: infrastructure and support services including collaborative links with economic development agencies; formal and operational links with centres of excellence such as universities, higher education institutions and research establishments; management support actively engaged in the transfer of technology and business skills to small and medium-sized enterprises.



4 key concepts to begin with

- STPs: tools for the creation of wealth.
- STPs: have a social role.
- STPs: management-intensive.
- **STPs are not about science, but about business.**

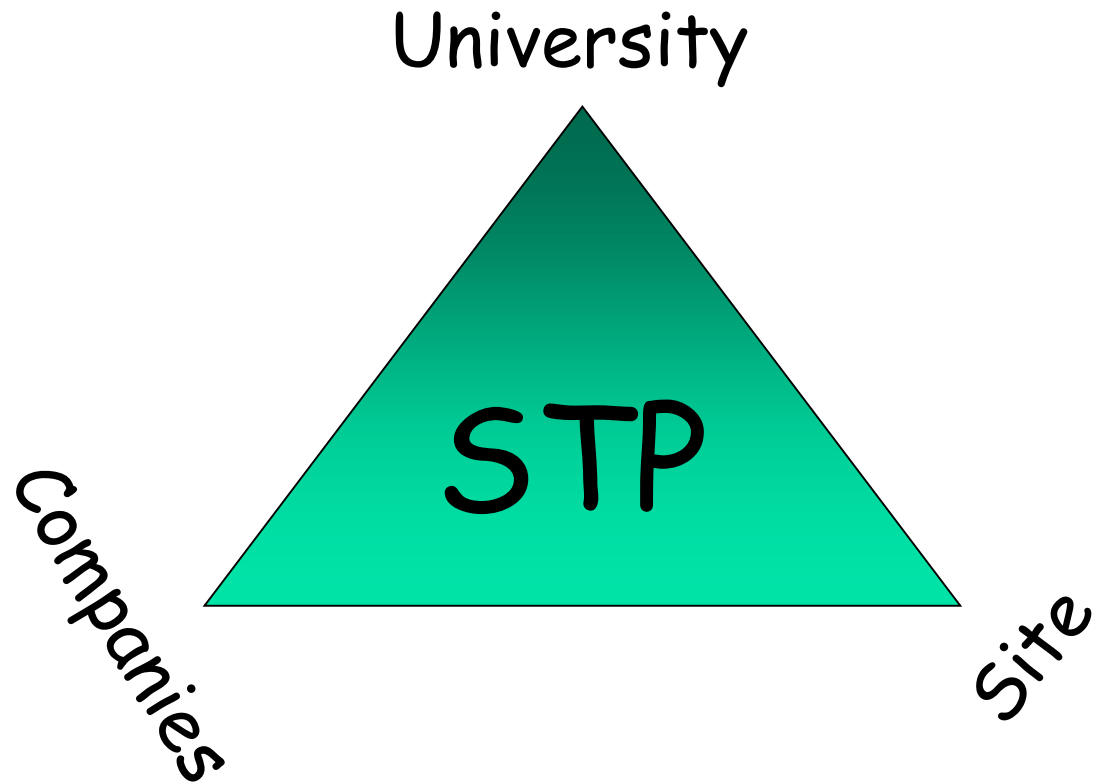


STPs: common features

- Restrictive admission criteria.
- Quality of site and infrastructures.
- Environmental-minded.

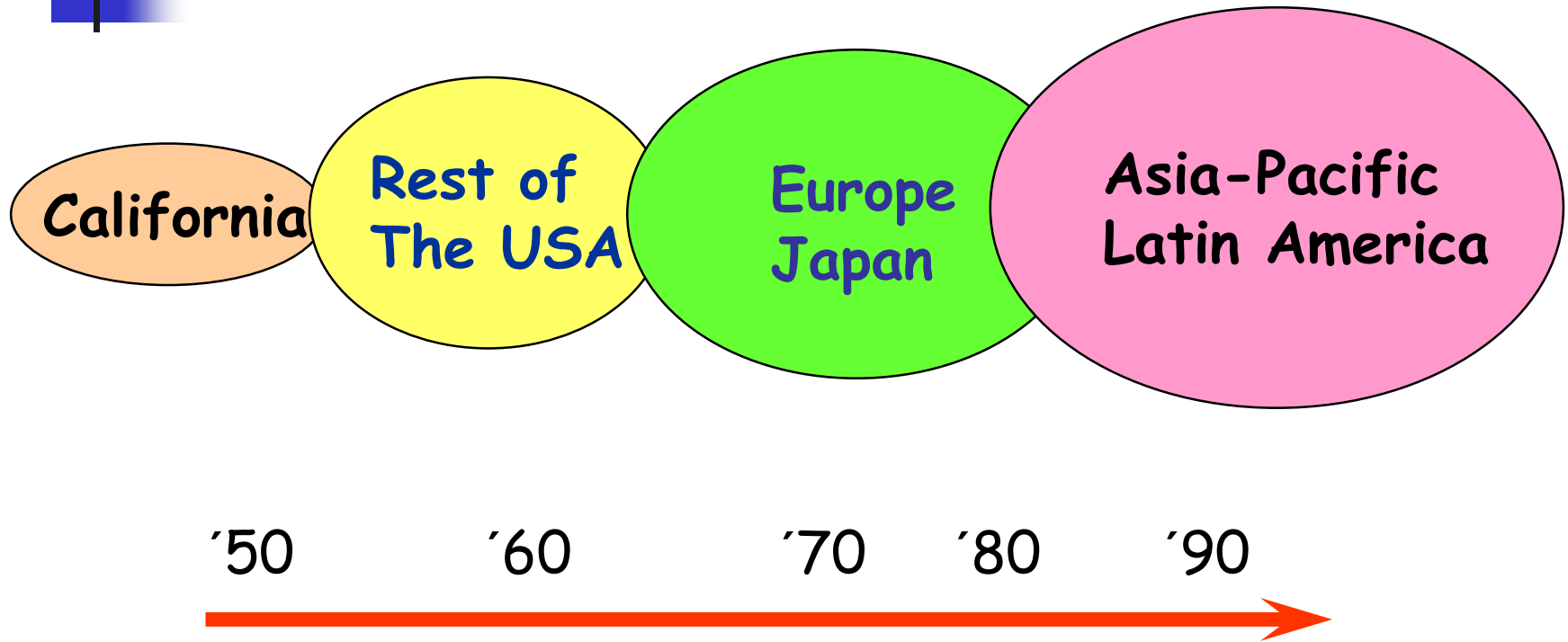


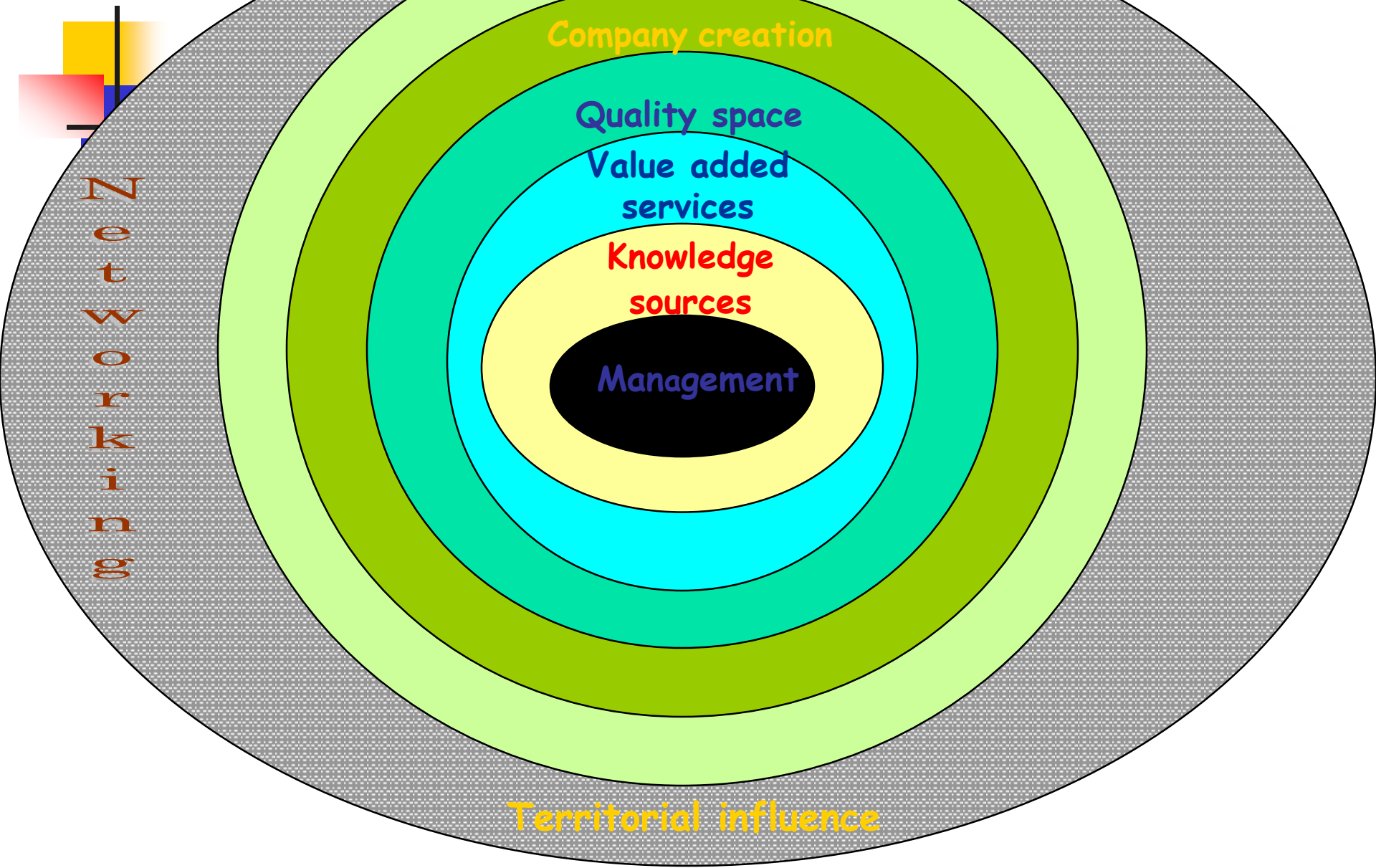
The STP triangle





Evolution of STPs







STPs: location

- STPs are a urban phenomenon
 - In cities: 75%
 - Near cities: 24%
 - Rural: 1%
- In small cities: 44%
(50,000 – 500,000 inhabitants)



STPs: location

- STPs on a University campus: 27%
- Land owned by univ. (but not campus): 17%
- Elsewhere: 50%
- NA: 6%



STPs: sizes

- Small: 51%
- Mid/small: 21%
- Mid/big: 6%
- Big: 20%
- NA: 2%



STP services matrix

	Common services	Value-added services
Provided by the STP		
Provided by 3rd parties		



Services: a few crucial questions

- Which services must a STP offer?
- Which ones must we provide ourselves?
- Which ones may we outsource?
- How to ensure the quality of outsourced services?
- When must each service be implemented?

STP services: examples



- COMMON SERVICES:
- Auditorium
- Banking
- Cafeteria, restaurant
- Catering
- Facilities maintenance
- Hotel
- Kindergarten
- Medical care services
- Meeting rooms
- Transportation
- Secretarial services
- Security
- Videoconference
- Travel agency

STP services: examples



- VALUE-ADDED SERVICES:
- Access to venture/seed capital funds
- Brokerage
- Corporate relocation assistance
- IP consulting
- Lab facilities / equipment
- Management support services
- Internationalisation services
- Commercialisation of technology
- Training

STP management team



- General Manager
- Commercial area
- Facilities and maintenance
- Informatics and IT area
- Services / projects
- Technology advisors, consultants
- Financial dept.
- Secretariat, administration dept.

A few thoughts...



- STPs are about business, not science.
- STPs are medium/long term projects.
- STPs are not real estate operations, but have to do RE operations.
- STPs: the project of a community, not of a government or a political party.
- STPs must be locally rooted but global-minded.



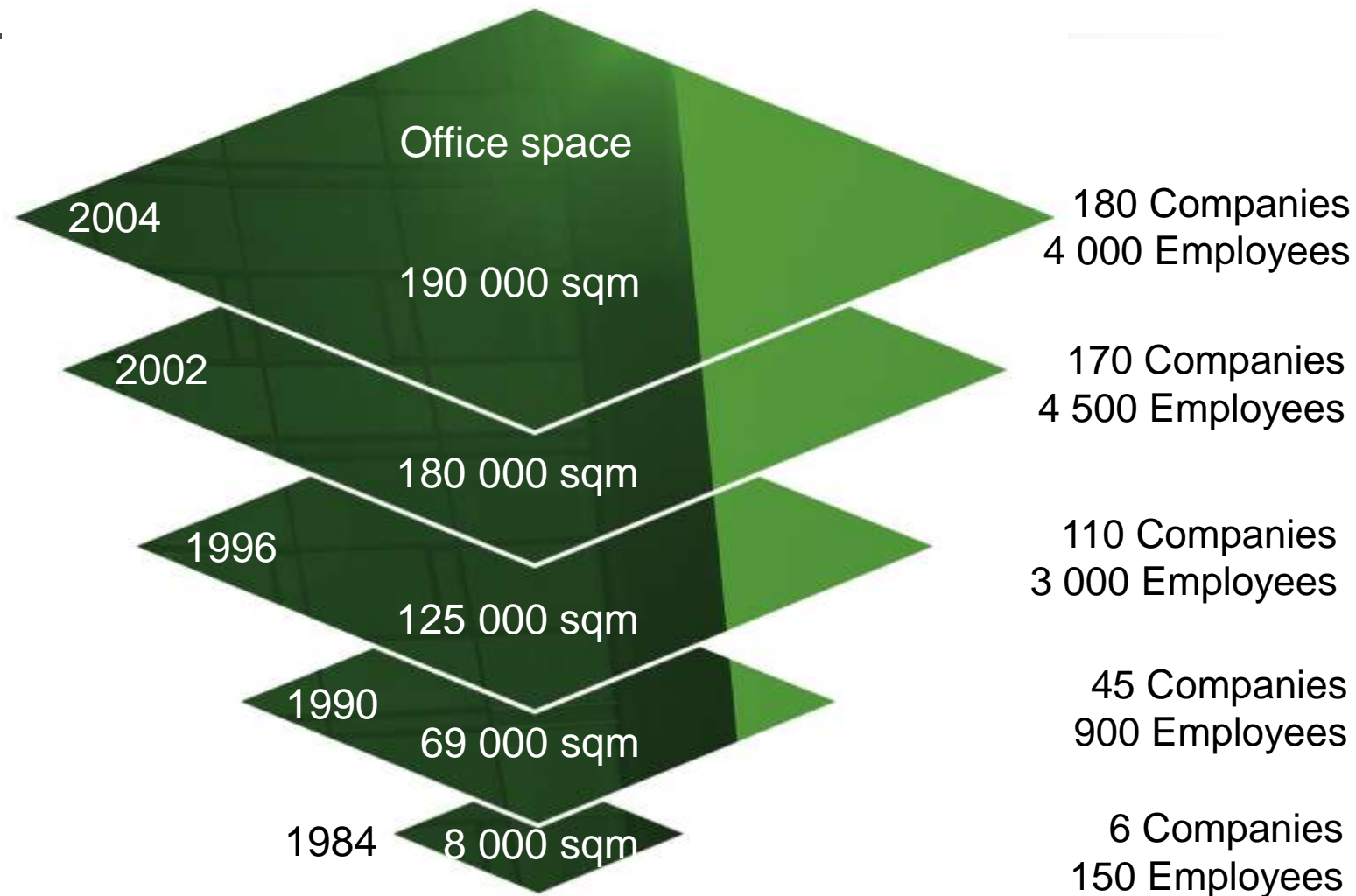
The Case of Mjärdevi Science Park, Linköping, Sweden

Sten Gunnar Johansson
CEO, Mjärdevi Science Park AB
www.mjardevi.se

Mjärdevi Science Park



Growth of MSP 1984 – 2004

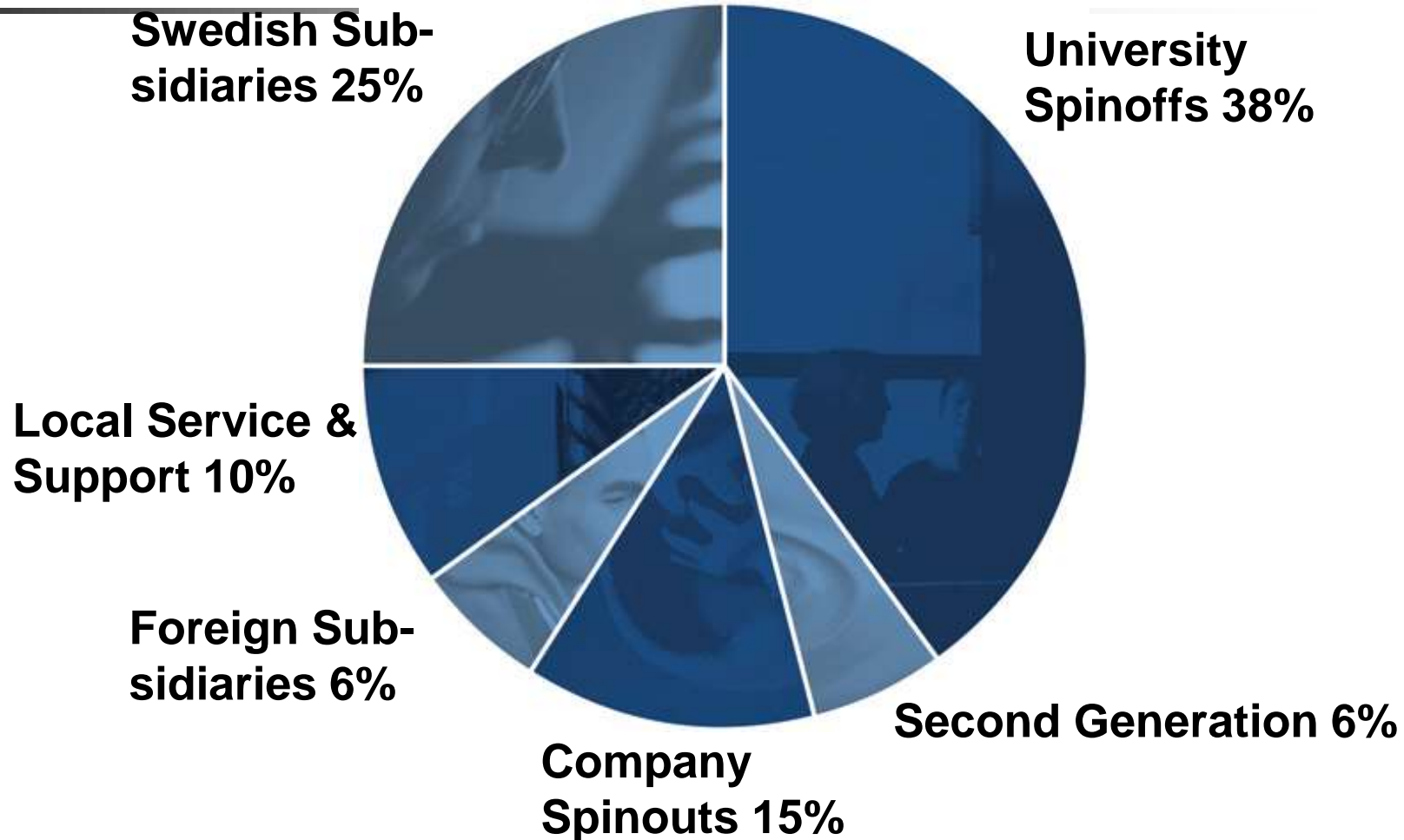




Areas of Excellence

- ▶ **Telecommunication**
 - ▶ **Software and System Development**
 - ▶ **Home Communication**
 - ▶ **Electronics**
 - ▶ **Vehicle**
- Safety**
...and Life Science Technologies

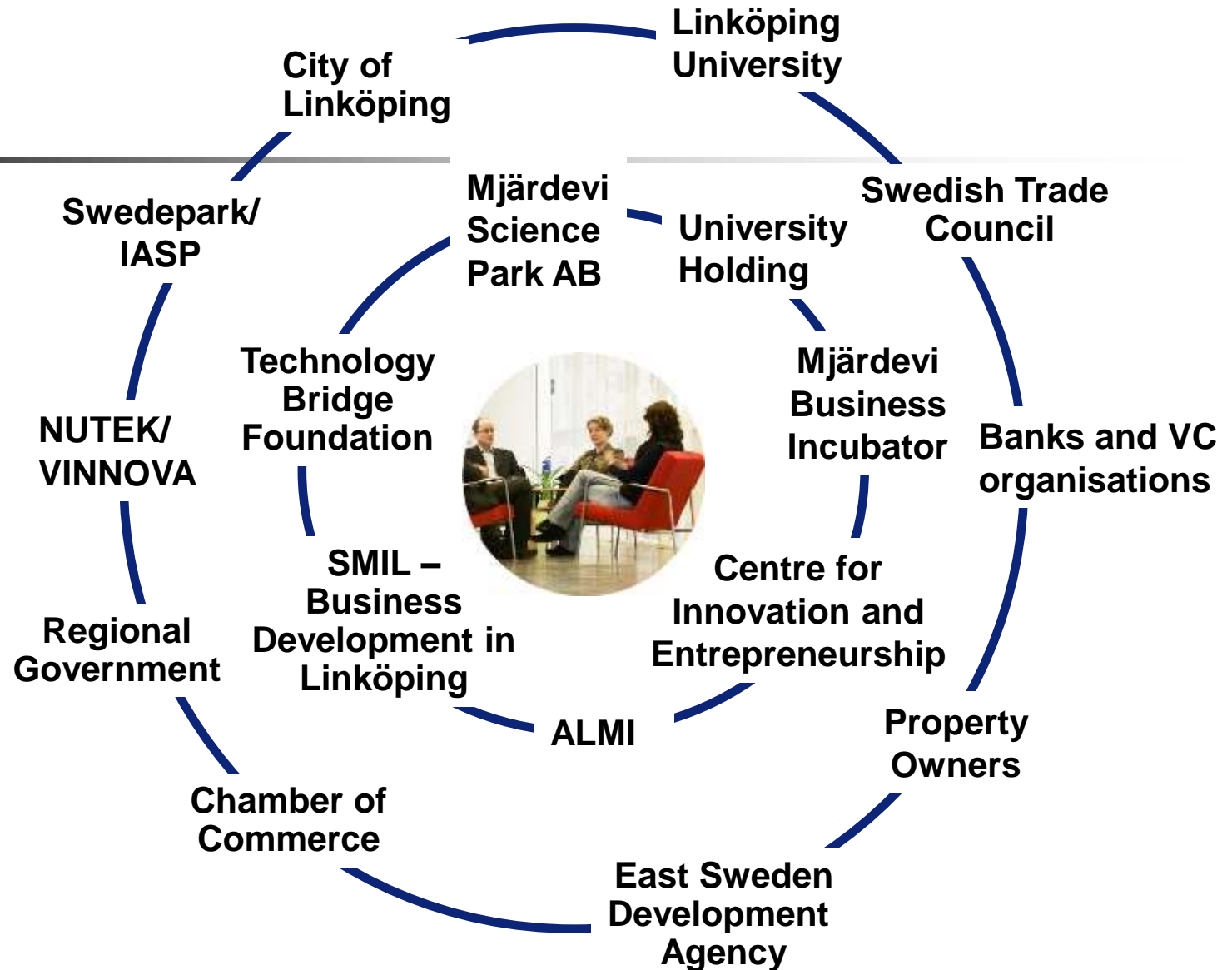
Types of Companies



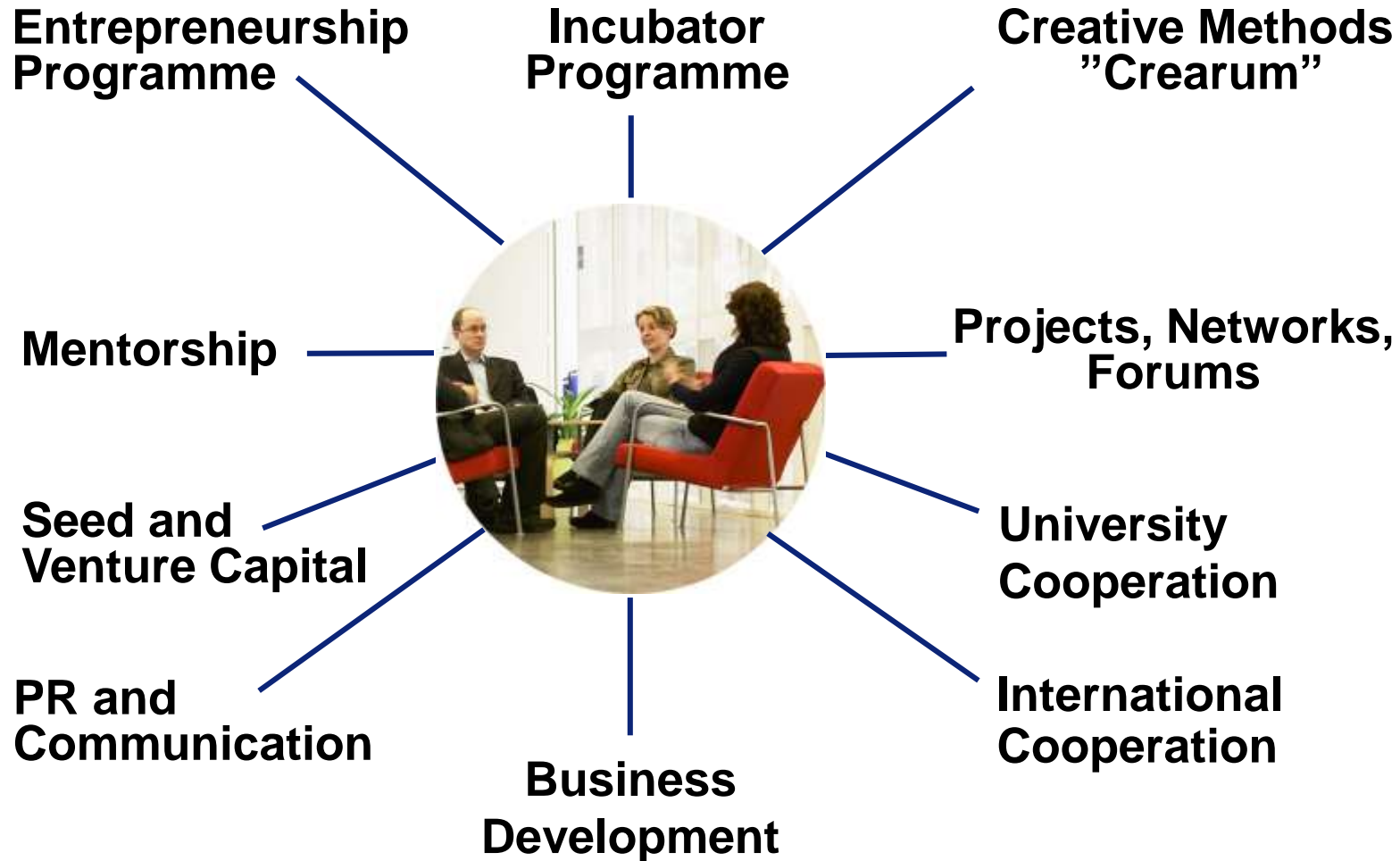
Size of Companies in Numbers of Employees



Networking – the Key to Success



Company Support





Lessons from Surrey Research Park

- Defining the objectives for any development
- Having Strong Management
- Having a Clear Understanding of the Kinds of Companies Eligible for Park
- Maintaining a Focus on Providing for these Occupiers

کنفرانس



- Delegates From Over 50 Countries
- 450 People
- 37 Presentations
- 4 papers from Iran, 2 presented



Attractiveness

- Globalization of R&D
- Mobile Firms
- Critical Mass
- Improve Competitiveness through Territorial Quality and Public Service Efficiency
- International Networking



Third Generation Science Parks

- First generation: Science Push
- Second Generation: Market Pull
- Third Generation:
 - Science-Industry-Government Relations
 - Urbanized Nature
 - Socio-Economic Activities
 - Cluster-Oriented “Interactive Innovation”



New Trends in Europe

- **Globalisation**
- **Re-positioning Of Activities On Higher Added Value Segments**
- **Integrated Parks**
- **News Forms Of Public-private Partnerships**



Latvia Experience

- need for new initiatives to revitalize existing and/or formation of new STPs
- Existing STPs have little or no capacity to deal neither with local companies nor attract foreign players
- Private sector involvement is crucial
- Public Private Partnership model should be exploited as a tool for successful development of new STPs
- Not just transit but also migration policy especially with CIS countries should be reviewed on political level



Business Attraction vs. Business Retention

- Retention is a matter of needs whereas attraction is more one of desires
- Proper marketsales in satisfying needs before desires, a strategic innovation planner will achieve his vision and attain his desires
- Retention does not get enough attention or even respect
- Overlooking the social and economic costs of [trying] to land the Big Fish.
- Retaining existing businesses generates a greater economic benefit
- “Attracting what you need” remains a better option than “attracting what you want”

مجمع عمومي





دستور کار مجمع عمومی

- گزارش مالی سال گذشته

- انتخاب اعضای جدید **Board**

- اعضای جدید

- معرفی مسئول جدید آسیای غربی

- معرفی اعضای جدید در **IASP**

- اعلام عضو کامل بودن یزد و **Affiliate** بودن پارک فناوری دانشگاه تهران

- اعلام اسامی مجموعه‌هایی که عضویت آنها قطع می‌شود به دلیل عدم پرداخت حق عضویت

- معرفی کاندیداهای برگزاری کنفرانس‌های آتی

- جهانی 2007 : اسپانیا

- آسیایی 2006 : ایران

New IASP International Board

Executive Board:

President: Raivo Tamkivi
(Estonia).

Vice-President: Chachanat
Thebtaranonth (Thailand).

Treasurer: Pierre Bélanger
(Canada).

Regional Division Presidents:

Asia-Pacific: Chachanat
Thebtaranonth (Thailand).

Europe: Mauri Lazkano (Spain).

Latin America: Mauricio Guedes
(Rio de Janeiro Science Park).

North America: Pierre Bélanger
(Laval Technopole, Canada).

West Asia: Mehdi Keshmiri
(Isfahan Science Town, Iran).





نشست داخلی Board

- گزارش مالی سال گذشته
- تنظیم برنامه مجمع عمومی
- گزارش مشکلات برگزاری کنفرانس سال ۲۰۰۵ در چین
- گزارش پیشرفت همکاری‌های **IASP** و **AURP**
- چند مصوبه جدید در خصوص حق عضویت (حذف اضافه پرداخت در تاخیر) و بالاسری که از درآمدهای کنفرانس‌ها به **IASP** پرداخت می‌شود (افزایش از ۶ درصد به ۱۰ درصد)

محل برگزاری

