

25. Programme for the modernisation and competitiveness of industry

MUNICIPALITIES

Metropolitan Area of Barcelona

HEADING

The Programme for the modernisation and competitiveness of industry has forty companies in its first pilot edition.

ECONOMIC AND TECHNICAL DETAILS

- “Driver” companies taking part: 16
- Small and medium-sized enterprises taking part: 40
- Research institutes taking part: 12
- Programme budget: can be considered 0, since the only costs in time and dedication are paid by the participants themselves

PROJECT DESCRIPTION

At the invitation of the Industrial Competitiveness Committee, PEMB has designed a programme to further the links between the industrial fabric of the Metropolitan Area of Barcelona and the basic research centres located within its boundaries. This initiative is aimed to stimulate industrial innovation so as to encourage competitiveness, and may represent a good opportunity in the general context of economic recession and offshoring of companies.

The aims of the programme are:

- To facilitate out-of-the-box innovation in processes of production, logistics, etc. in the companies taking part that may improve their competitiveness.
- To set up connections that generate habits of collaboration between industry and basic research centres, for their mutual benefit.

The programme, with practically no costs, is based on the voluntary involvement of a group of “driver” companies within the MAB, who select from among their collaborators in industry the companies with most potential for innovation, inviting them to take part in the programme. Following a series of meetings in which guest companies learn about the research centres and vice versa, the two elements (companies and research centres) are matched up, respecting the preferences of the companies and the collaboration prospects of the centres. Collaboration involves setting up contacts between the company and the researcher/s allocated, to provide as much knowledge as possible about the company to the researchers, so they can identify potential innovations to improve company competitiveness and make a report with suggestions to the management team.

PROJECT ADDRESS

www.pemb.cat/?comunicacio=nota-informativa-taula-rodona-la-innovacio-i-la-pime-industrial

RESPONSIBLE

Francesc Santacana i Martorell, General Coordinator, Barcelona Strategic Metropolitan Plan Association