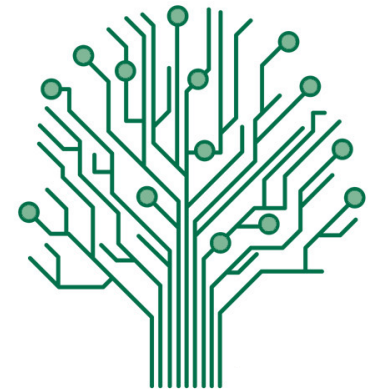


Excellence and Innovation Centers in the Western Balkans and the Caucasus

USAID / RCI Regional Workshop
„Building Regional ICT Competitiveness”

Tomislav Bronzin
USAID RCI Innovation Centers Senior Advisor



Microsoft | Innovation
Center

Excellence/Innovation Centres Initiative

What:

Why:

Who:

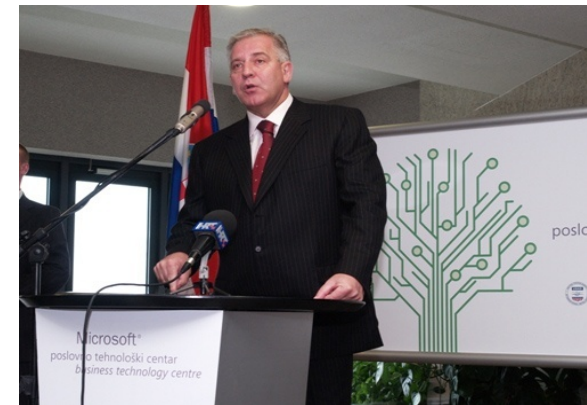
Outcome:

Microsoft Innovation Center (MIC) Varaždin, Croatia, founded in November 2005 Foundation model

Public-Private Partnership

Project initiated by **USAID** and **Microsoft**, under the support of the (that time) Prime Minister of Croatia

Investment totals is 2mil.\$ in period of 2,5 years (30 months)



Partners

§ Hewlett Packard, Cisco, T-Com, City of Varazdin



Mission

To provide the infrastructure and resources to help small and medium sized enterprises to:





Excellence/Innovation Centers

Education Center	Promotion Center	Networking Center	Information Center
• Low	• Low	• Low	• Low
• Opportunity for	• Opportunity for	• Opportunity for	• Opportunity for
• Opportunity to	• Opportunity to	• Opportunity to	• Opportunity to
•	•	•	•
• Development	• Development	• Development	• Development
• Partnering on	• Partnering on	• Partnering on	• Partnering on
• Access to	• Access to	• Access to	• Access to
• Partner program	• Partner program	• Partner program	• Partner program



ag with Microsoft

ag with Microsoft



ag with Microsoft

ag with Microsoft

What to measure?

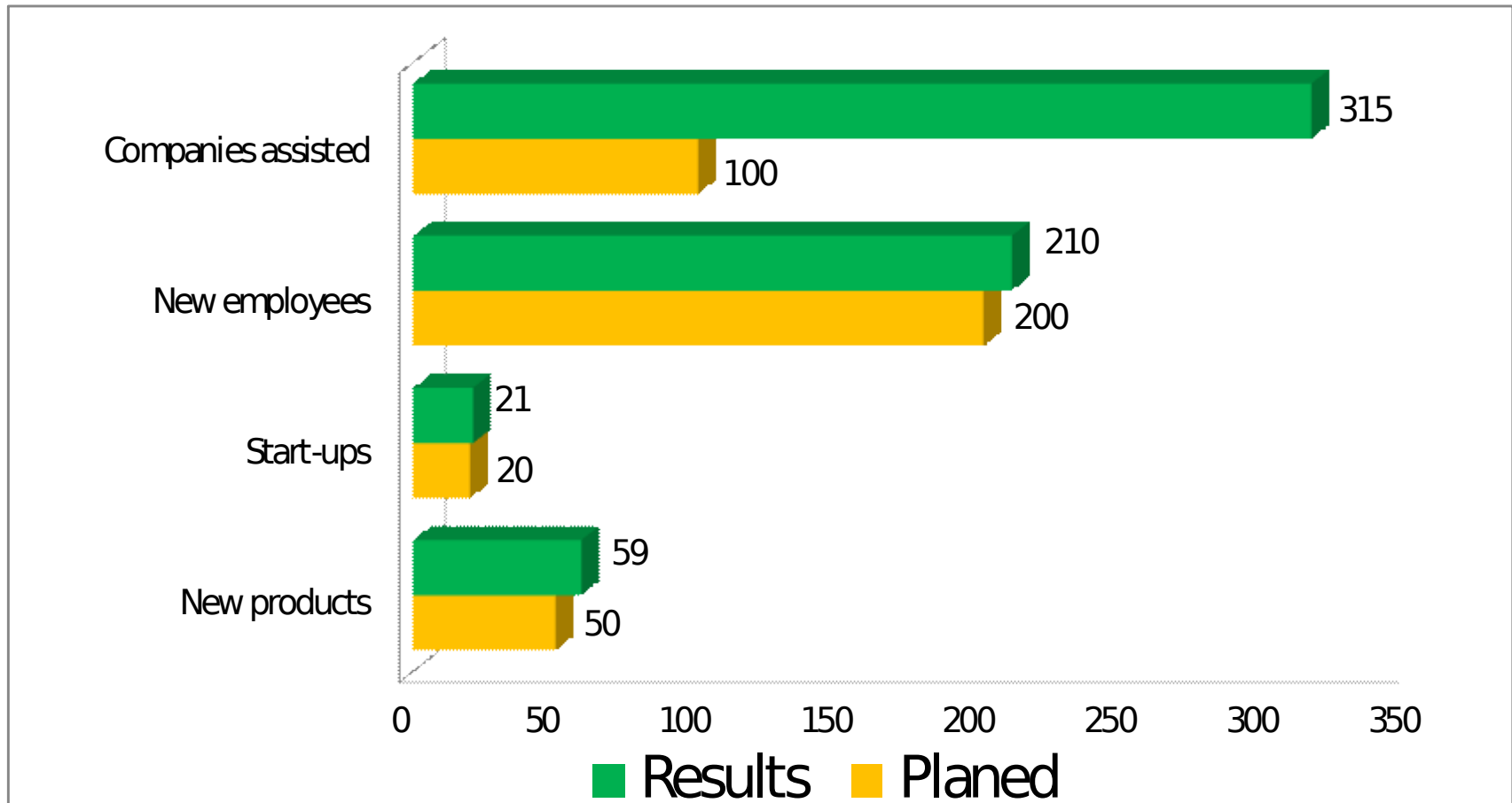
- Number of assisted companies

- Number of

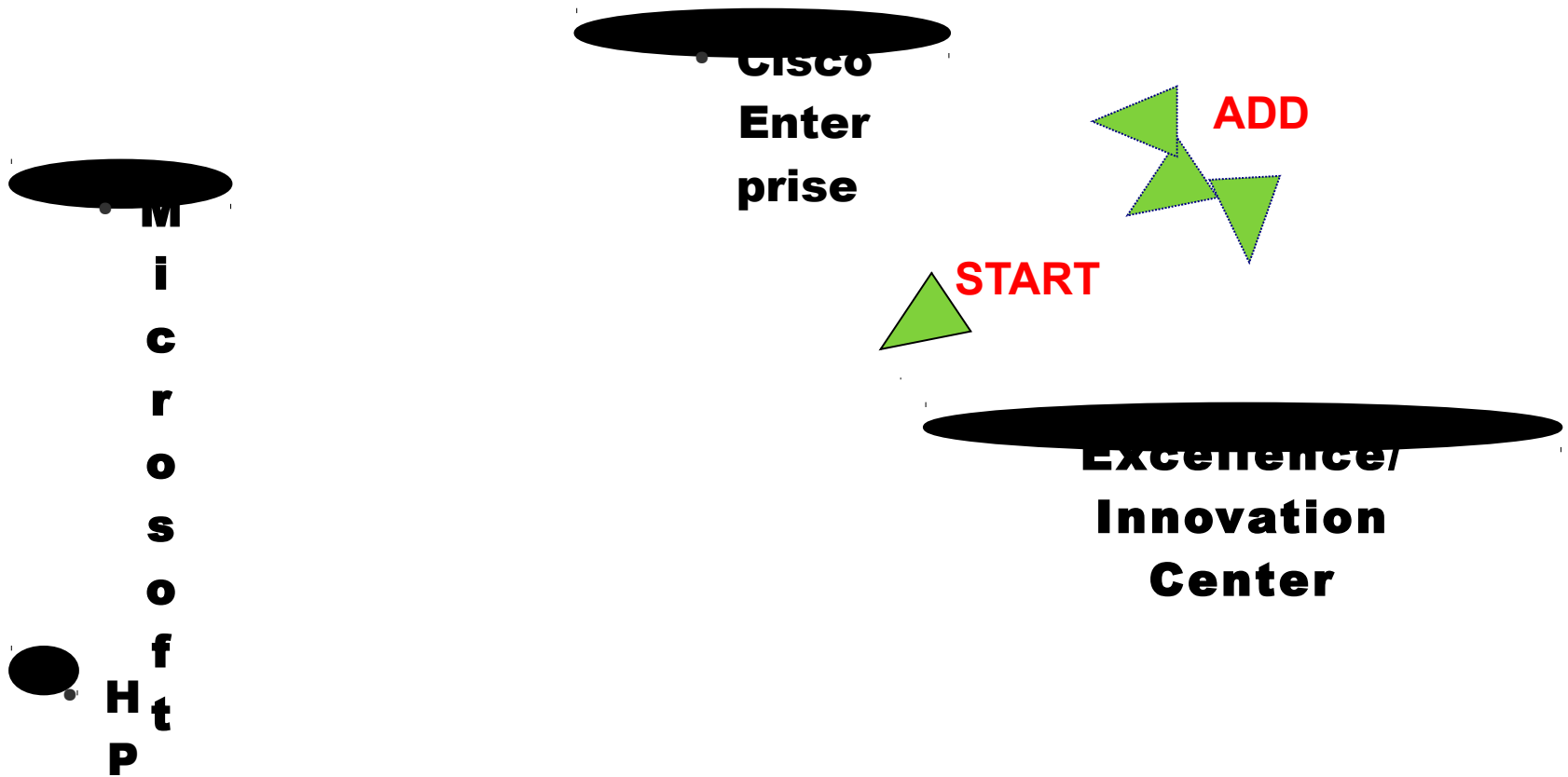
- Number of start-ups

- Number of new products

Measuring the success for Croatia (in 3 years)



New approach for creating EIC and how to start?



Phase 1: Establish Excellence/Innovation Center

What is expected from donors?

Provide funds for

Venue

Stuff (EIC team) payrolls

Marketing and publishing expenses

What is expected from private partners like Microsoft, Hewlett Packard and Cisco? (1)

Their products (software/computers/network equip)

For classrooms and demo rooms

Curriculums

Technical and Soft Skills / Business oriented

Classroom & e-Learning

Methodologies

HP Global Method (PM)

Microsoft Solution Framework

Microsoft Operation Framework

What is expected from private partners like Microsoft, Hewlett Packard and Cisco? (2)

Programs

Cisco Networking Academy

Cisco Learning Network

Hewlett Packard Academy

Microsoft Bizspark/Webspark for start-ups

Microsoft Partners in Learning (K12)

Microsoft Academic Alliance (University)

Microsoft IT Academy

Microsoft Unlimited Potential

How to make EIC self-sustainable?

First 3 years supported by donors

Needed to build business capacities and develop the market

EIC should gradually become sustainable by:

Providing consultancy and trainings

Organizing conferences and events

Executing research studies and developing publications

Equipment, software and know-how donations from well established ICT companies.

Sponsors, EU funds for projects, Venture capital sources

Regional component

European Software Institute in Bulgaria

Regional ICT Training and Certification Network

100 Microsoft Innovation Centers around the world; „near by”:
Armenia, Croatia, Slovenia, Bosnia & Herzegovina*

Possibilities:

Know-how and Technology transfer

Networking & Partnerships

Investments

Summary - Requirements

Successful adoption of EIC model requires:

Careful evaluation of local market needs

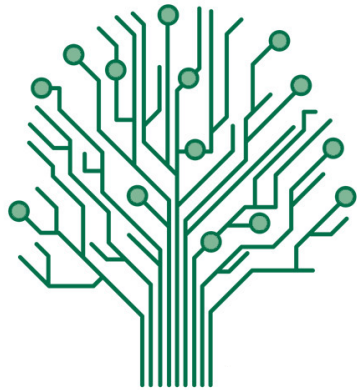
- Including Government and Professional Association's priorities

Don't start from scratch; Use the momentum and experiences from working models in Croatia/Armenia

Alliances with International Institutions/Organizations

Facilitate Public-Private partnerships

Croatian Innovation Center proves - it can be sustainable!



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Center



Armenia: <http://www.micarmenia.am>

Croatia: <http://www.miccroatia.com>

Slovenia: <http://www.microsoft.com/slovenija/mic>

European MIC: <http://www.microsoft.com/emic>

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