

OECD Round Table Session II

- *What are the main barriers you usually face and how do you overcome them?*
- *What are the main differences in the approach (thinking, motivation) between the business and public sectors?*

Business sector:

Priorities

- target oriented approach (clear definition of the goal) driven by market; this is typically connected with the application of corporate strategy
- dedicated time framework
- managerial organization

Risks in the area of RD activities

- market development (necessity of continual confrontation of the progress made with the updated market situation)
- time pressure (the winner has the privilege of major profit)
- failure of the project.

Academia

Priorities

- academic freedom
- scientific content
- (in the CR in particular maximising of the institutional funding)

Space for improvement

- more focus of the Academia on needs of the respective sector
- better IPR management
- step change due to structural funds (better quality of instrumentation, big challenge in the costs of newly born Centres)

Barriers:

- as shown above, there are two different cultures which causes various effects – difficulties in communication, misunderstanding of the second party' needs etc.
- two main drivers - demand pull and technology push – do not very often meet each other
- lack of incentives for the collaboration.

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