



A Smarter Way to Develop New Products & Processes in the Coatings Sector

25 September 2007, CEPE Conference, France
1 October, Wilton Centre, Middlesbrough, UK
5 October, PRA Coatings Technology Centre, Hampton, UK

Why This Event Is Important?

Creating new products, processes and services that convincingly outperform existing competitors' offerings is seldom simple or cheap. That is why smart firms are increasingly using new approaches to create them along with the business networks to get them to global markets. This event will explain how you can leverage your investment in new product development by around 20:1 using a combination of E.C. funding and a novel approach to creating new product, process and service development partnerships and business development networks. Funding of between £500k and £2M is available to your company from the European Commission (E.C.) and can be used in a smart manner so as to avoid the dilution of Intellectual Property (I.P.) normally associated with public grants and the dilution of equity which is a natural consequence of private investment.



Who Should Attend?

Senior executives responsible for the development and market launch of new product and processes to achieve significant growth within their market. These might be smaller companies with strong but early stage offering ideas needing to realise high volume applications for their technology by accelerated access funding, technical partners, distributors and customers in international markets. Alternatively, these might be large companies with significant R&D portfolios looking to leverage their investments by using public funding, to either reduce development costs or extend its impact onto the sales of new products.



What Will You Learn?

Some of the larger attending companies will have had experience of E.C. funding before, and might well have found it bureaucratic, slow to flow, complex to administer, and associated with collaborative partnerships that have been difficult to manage and difficult to control in regard of IP ownership. Some firms will be entirely new to E.C. R&D funding. Whichever you are, you will be shown how a growing number of firms have already harnessed new and smarter approaches to new product and new business development using E.C. funding that avoids all the disadvantages traditionally associated with this source of corporate funding. You will find out what support and advice is available to help you do the same and get the chance to discuss your own product and process development ideas with experts who can advise on whether you might also be able to secure EC funding and exploit it in the smarter ways that have benefited hundreds of companies over recent years.



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11.30 Coffee & Registration

12.00 Open Innovation & the Smart Use of Public Funding

Mr John Hill, Group Managing Director, Pera Innovation

John will provide an overview of how large & small firms are finding smart ways to more effectively and efficiently harness European Commission funding to:

- Create and develop ideas for new & better differentiated products and processes.
- Gain access to over thousands of technical experts and supply partners with whom to build teams to deliver the necessary R&D and create new technical capabilities within your value chain to ensure the new products and processes can be reliably delivered to market.
- Develop new and better distribution networks to get the new offerings to global markets.
- Get 95% of the costs of R&D and new product development paid for without any dilution of intellectual property or company equity.

12.30 How Can EC Funded Open Innovation Work For Your Company?

Jonathan Bourne, Managing Director, PRA

An explanation of the practical support available from PRA to firms, in the coatings and chemicals sector, to help them succeed in securing EC funding and develop new groundbreaking products, processes and services.



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12.45 Real Business Case Examples

Dr Paul Tranter, Director, Pera Innovation

Paul will describe examples of how both large and small firms have been helped to massively leverage the internal funding available for new product development and create significant sales growth by using this approach.

13.20 Concluding Remarks

Jonathan Bourne, Managing Director, PRA

13.30 Concept Surgeries

Individual and confidential consultations regarding your product and service development ideas and the opportunities to secure EC funding to take them to market.

A buffet lunch will be available during the concept surgery session



REGISTRATION

Make sure you don't miss out, select the date/location that you are interested in and we will notify you as soon as further information and registration are available.

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Name:

Job Title:

Please confirm your return e-mail address.

Preferred e-mail address:

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