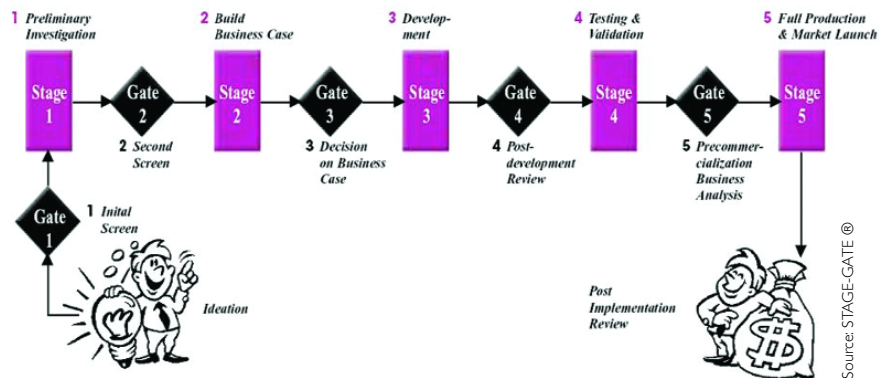


# E New Product Development

Your company needs to generate and commercialise new products to maintain or increase your market share. New Product Development (NPD) involves activities such as idea generation, product design, detail engineering as well as market research and marketing analysis. The idea in principle seems to be simple: **to introduce the right product at the right cost, quality and time.**

## Your benefits of introducing new products are:

- **Bring products to market earlier** through a reduction of product and process design cycle time;
- **High productivity** through release of producible designs and minimisation of disruptive design changes;
- **Higher competitiveness** through cost efficient processes;
- **Improved organisational effectiveness** by providing a framework for effectively implementing design technology.
- **Customer satisfaction** through meeting customer needs and quality expectations;
- **International networking** for a rapid access to a wealth of knowledge, skills and expertise across Europe.



STEP	How you can get your New Product Development technologies
1	You get a visit from one of our advisors for a preliminary discussion on your needs.
2	The advisor helps you define and understand your company's marketplace, customer needs and competition.
3	This assessment establishes your company's competitive profile and a strategy is developed.
4	The advisor gets back to you with different proposals for discussion.
5	The advisor helps you introduce NPD methodologies, tools and techniques tailor-made for the needs of your organisation through generic training sessions as well as working at your site.
6	We also offer follow up services such as networking with international research centers and universities to develop innovative products, processes and services.
7	Your Case Study is shared with others with the intention of motivating other companies to do the same for higher national competitiveness.



Malta Enterprise is the national contact point for the EUREKA programme, the pan-European network for market-oriented, industrial R&D that aims to enhance European competitiveness. [www.maltaenterprise.com/eureka](http://www.maltaenterprise.com/eureka)



### Malta Enterprise provides assistance for R&D through different schemes namely:

- **R&D tax credits** calculated on the partial costs of researcher wages, instruments, equipment and building. Costs also include contractual research, patents, materials, supplies and overheads.
- **Competitive R&D cash grants** for SMEs to research and develop new products and services in collaboration with foreign partners. This is carried out through the EUREKA network which is a European initiative to stimulate research efforts of enterprises and to develop their R&D capacity through collaboration with research institutes for the development of advanced technologies and market oriented products.
- Competitive R&D cash grants to support enterprises to carry out pre R&D activities such as **Technical Feasibility Studies** in preparation for further Industrial Research or Experimental development.
- Competitive R&D cash grants to prepare applications for participation in EU projects within the European Commission's Seventh Framework Programme (FP7), CIP, and Leonardo Da Vinci Programme amongst others. **This Exploratory Award** is intended to stimulate the capacity of SME's to participate in such projects. Malta Enterprise will be helping businesses overcome the barriers and challenges faced in developing proposals in order to enhance SME's participation in submitting successful proposal submissions.
- Competitive R&D grants to partially cover the wages of **Highly Qualified Personnel** loaned from a large organisation or university to work on specific R&D&I projects within SMEs.
- Competitive R&D cash grants for EU funds (**ERDF**) to partially cover the costs of projects for Industrial Research; Experimental Development projects; and Intellectual Property Rights (IPR) for SMEs.
- R&D Tax Credits for SMEs to cover costs associated with obtaining and validating patents and other **Industrial Property Rights (IPR)** including costs preceding the grant of the IPR in the first legal jurisdiction, translation and other costs incurred in defending the validity of the IPR are also covered.

