

Networking⁴Enterprise

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Going international

When you expand your business to another country, you need competent and trustworthy partners. The Enterprise Europe Network helps you find them. Our business database contains thousands of company profiles and you can meet potential business partners in person at our matchmaking events.

With hundreds of new company profiles added every week, our business cooperation database is one of the world's largest. When you get in touch with the Network, we enter your cooperation offer or request into the database. You will then receive updates on companies interested in the same kind of cross-border business as you.

How can Enterprise Europe Malta help your company?

The Enterprise Europe Network is your local gateway to a wealth of information on doing business, finding collaborative partners and increasing your competitiveness in Europe.

- We work with you to define your need
- We provide support for drafting and publishing technology or business cooperation profiles to the Enterprise Europe Network
- We proactively look for partners for your business, based on the innovation/technology/commercial needs we identified
- We provide support and access to business partnering events
- We qualify potential leads
- We can help you prepare for negotiations with prospective partners
- We can assist you through later stage negotiations with business partners

Meet potential business partners

We also organise matchmaking events across Europe where you can meet potential business partners in person. We schedule meetings for you and help you prepare for them. Matchmaking events often take place at international fairs, which helps keep travel and accommodation costs down.

Whether you find new business partners via our database or at an event, we can advise and assist you from the initial contacts to making the deal.

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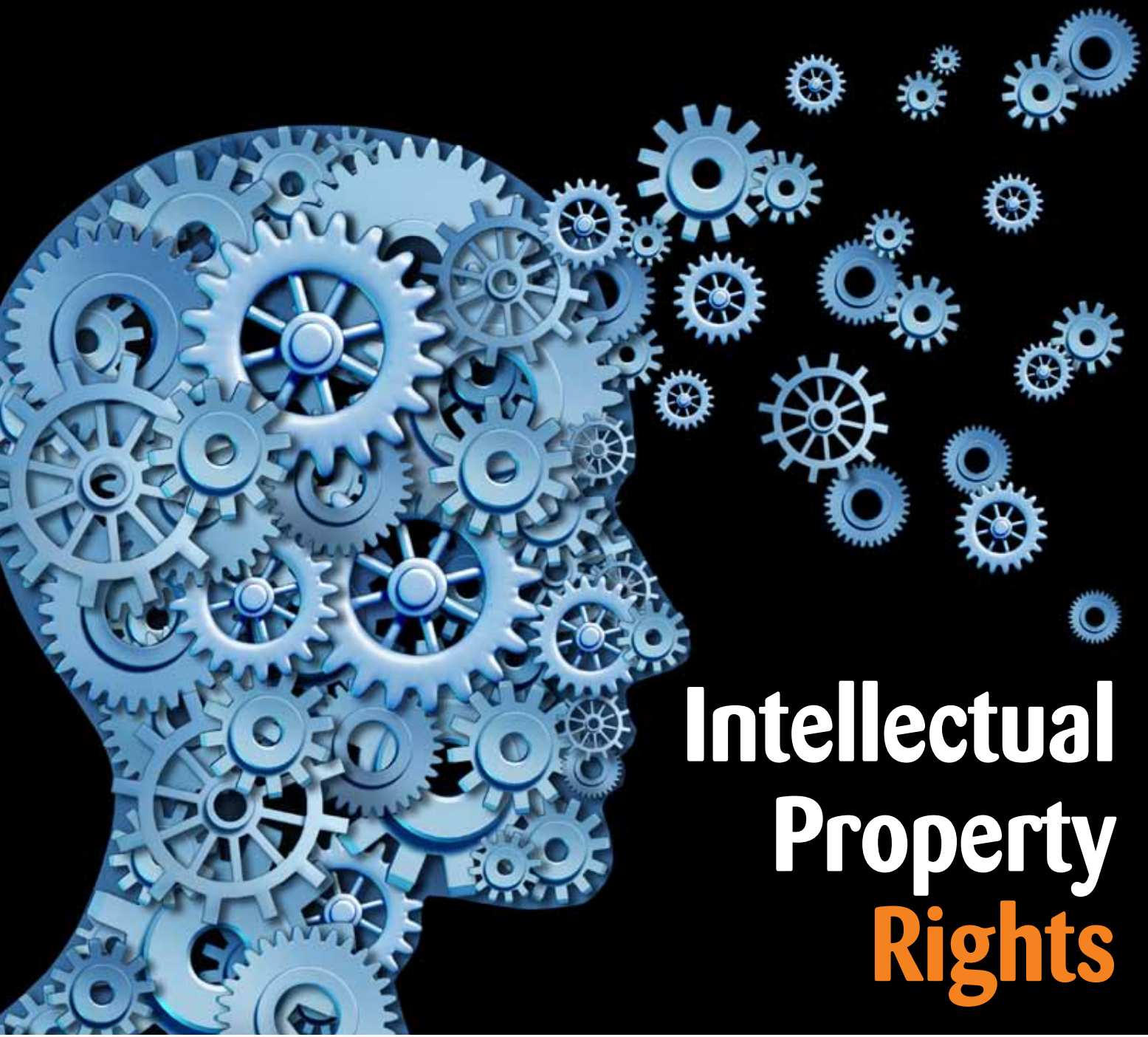
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Further information and assistance regarding the Partner Search service may be obtained from Ms Jeanette Debono
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Intellectual Property Rights

BASIC TRAINING WORKSHOP 4th October 2011

Malta Enterprise in corporation with the European IPR Helpdesk shall be organising a basic IPR training on the 4th October 2011 as part of the European SME Week activities.

IPR stands for Intellectual Property Rights. The objective of the training is to raise awareness of IP, in order for companies to maximize the return of the EU funded projects relating to research, technical development and innovation such as FP7 and CIP, and to ensure an effective exploitation and market success.

The European IPR Helpdesk is managed by the European Commission's Executive Agency for Competitiveness and Innovation

(EACI), with policy guidance provided by the European Commission's Enterprise and Industry Directorate-General.

After attending the training session, the participants should be able to answer the following main questions:

- What is Intellectual Property?
- What are IP Rights?
- Why should SMEs deal with IP/IPR issues? Why should IP be an integral part of an SMEs business strategy? Which are the first steps to be taken?
- Which IP protection tools exist (such as trademarks and patents)?
- To which institutions can an SME turn to for help?
- What do different IP titles cost?
- How can an SME perform basic IP searches? Which tools exist?
- What does counterfeiting mean?
- How can IPR be enforced?
- What are the basic mechanisms of making money with IP?
- Which IP aspects have to be considered in a collaborative research project?
- What are the different interests of the participating parties?
- At which stages of the project does IP matter?

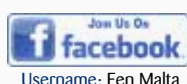
- What rules exist within FP7 and what requirements have to be met?
- How could an SME define ownership of foreground?
- How could an SME deal with foreground in dissemination activities?
- How could an SME set up a regime for granting access rights?
- How could an SME successfully negotiate IP issues within the project consortium?
- How could an SME implement an IP management strategy within the project?
- How could an SME best exploit research results (such as market innovation and new products)?
- What do different exploitation options look like in detail (the advantages and disadvantages)?
- How could an SME successfully solve IP conflicts? What possibilities does an SME have to enforce their rights?
- What are the specific IP issues in particular scientific area/projects?
- How could an SME identify intangible assets and their value for their activity?
- What does IP management mean?
- How does an SME develop an IP policy? What should be included?
- What are the first steps in developing IP management strategy?
- What are the relevant processes belonging to IP management?
- How can an SME successfully secure and manage intangible assets in potential transnational partnerships and partnership negotiations?
- What are institutional aspects of IP management?
- How does an SME perform basic IP searches?
- How could Malta Enterprise assist SMEs in IP related issues?



The objective of the training is to raise awareness of IP, in order for companies to maximize the return of the EU funded projects relating to research, technical development and innovation such as FP7 and CIP, and to ensure an effective exploitation and market success.

The main trainer shall be a representative from the European IPR Helpdesk whereas a Malta Enterprise official shall update the participants on the assistance provided in relation to IPR. For further information about the event contact the Enterprise Europe Network at Malta Enterprise on 2542 000 or email johann.caruana@maltaenterprise.com

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Negotiations for Export Business

Some do's and don'ts as elements for success

1. Preparing for a negotiation

Do:

- Obtain as much background from the other party about the subject to be discussed.
- Study the culture of the other party as well as if possible, the negotiating style.
- Identify the needs and develop a negotiating strategy including a plan of action.
- Prioritise and determine the cost of the concessions that you are prepared to make.
- Prepare for price or other objections well in advance.

Don't:

- Enter into negotiations without preparation and do not develop negotiating strategies based on assumptions.
- Assess the other party's position and behaviour on the basis of your own culture or background.

Remember:

- The more you know about the other party, the greater your ability to obtain favourable terms in the agreement.
- Success in negotiations is 80% preparation and 20% interaction.
- A negotiator cannot be over-prepared, only under-prepared.

2. During the course of a negotiation

Do:

- View negotiating as an opportunity to build a rewarding working relationship.
- Search for common goals, interest, needs; project confidence, credibility and professionalism.
- Concede low-value items in the early stages to initiate reciprocity.
- Give explanations when rejecting an offer and do not hesitate to use such openers as “*Yes, but...*”, “*What if...?*” or “*If... then...*” when making a counter-offer.

- Know when to listen; ask well-conceived questions and maintain two-way communication.
- Make full use of the four “P’s” of marketing – product, promotion, place and price in your negotiations, instead of simply relying on the price issue only.
- Refer to your price quotations with qualifiers such as: “about,” “approximately,” “roughly,” and “in the range of,” as it sends a message that your offer is open for negotiation.
- Summarise regularly the agreed items to ensure that they are understood by both sides before proceeding to other issues.
- Ensure that the other party participates fully in the negotiating process and feels “ownership” of the options being discussed.
- Keep personalities out of the negotiations; concentrate on the problem.



Don't:

- Underestimate the other side and do not rush into hasty decisions and calculations.
- Make concessions, even minor ones, unless you ask for something in return or wish to encourage a more co-operative approach from the other side.
- Make too many concessions in the early stage of negotiations.
- Make final, best or non-negotiable statements in the early stage of negotiations.
- Accept an offer at the first stage of a negotiation; do not reject offers without asking more questions.
- Make your moves based on assumptions and do not change the price unless you change the pricing package.
- Be drawn into nonessential, controversial or personal issues.
- Use such words as: “to tell the truth,” “honestly,” “frankly.”
- Agree to an offer until all the elements to be negotiated have been discussed.
- Make promises you cannot live up to.
- Prolong the negotiations when you consider that you have obtained an acceptable agreement.

Remember:

- Establish the authority of the person with whom you are negotiating.
- Serious negotiations require compromise on both sides.
- The less you are willing to risk, the less likely you are to gain maximum concessions.

- Small price concessions may have a major impact on profits over the long run.
- Most major concessions are agreed to near the end of the talks.
- The party without time constraints has an advantage.
- The party that asks most of the questions is likely to obtain a better agreement.

3. Closing off a negotiation

Do:

- Anticipate last-minute demands when planning your negotiating strategy and tactics.
- Agree to an agenda that reflects your objectives and set realistic deadlines.
- Listen to the other party's objections and ask why they are not agreeing.
- Emphasise the benefits to be gained by the other side by accepting your proposal.
- Look for a change in the pattern, size and frequency of the other party's concessions.
- Overcome objections by giving clear explanations.
- Take notes throughout the discussions, including your concessions and the ones made by the other party.
- Make your 'last offer' credible and with conviction.
- Examine the draft agreement and clarify any points that you don't understand, before signing.

Don't:

- View closing as a separate step in the negotiations.

- Be in a hurry to close.
- Make large concessions at the last minute.
- Rush into costly concessions because of deadlines.

4. Follow-up to a negotiation

Do:

- Deliver what has been agreed to.
- Maintain regular contact with the other side.
- Consider re-negotiation in case of unexpected events.
- Follow up complaints and seek mutually agreeable solutions.

Don't:

- Consider your involvement finished after the agreement has been signed.
- Take a rigid stance concerning any required re-negotiation.

Remember:

- The negotiating process does not end with the agreement; instead it is the beginning of a business relationship.
- Success in the long run does not result from one single deal, but rather from a continuous process of maintaining a co-operative business environment.
- Sometimes no deal is better than a bad one.
- Successful negotiators never stop learning.





European Week for Waste Reduction 2011

The **European Week for Waste Reduction (EWWR)** is with us once again and will be held between the 19th and 27th of November 2011. WasteServ Malta Ltd is the national official organizer.

The EWWR offers you the opportunity to promote your initiative/action in waste reduction. Additionally, it allows you to join other organisations and mobilise the general public in this area. So if you want to promote some interesting idea about waste minimisation during the EWWR, please visit WasteServ's website and fill in the application form.

In order for actions to be eligible, they can either be an idea that you or your organisation wants to introduce with the aim of reducing waste generation, or an activity or process that is already in place and that you wish to promote to other people during this week.

Moreover, unless otherwise instructed, your action may also be submitted to the EWWR awards. Last year, an action from Malta implemented by architect Elisa Andretti was selected as the winner of the 'other' category during the EWWR awards in Brussels! For more information about this winning action you may visit www.thereusemap.com.

Eligible Actions

The actions presented can fall under one of the following themes:

- a. **Too much waste** – actions that aim to raise awareness about the urgency of reducing the quantity of waste we produce
- b. **Better production** – actions that aim to raise awareness about the measures taken up by industry to reduce waste generation in their production process or throughout their economic activity

- c. **Better Consumption** – actions that aim to make the consumer think carefully about his/her choices
- d. **A longer life for products** – actions that seek to remind the public that products can have a second or an extended life
- e. **Less waste thrown away** – actions that demonstrate different solutions to avoid throwing away so much waste in the bin

Further information about this week can be found on www.wasteservmalta.com. You may also send an email on ewwr@wasteservmalta.com or call on freephone number 8007 2200. Closing date for applications is the **31st of October 2011**, but start thinking about your ideas now as applications after this date **will not be accepted**.



19TH-27TH NOVEMBER 2011



Technology Opportunities

Innovative software for the automatic generation of dynamic adaptive unstructured processes

(Ref: 10 ES 27F4 3I2D) (Open)

A Spanish SME has developed a software engine and its corresponding graphical development environment for the automatic generation of adaptive unstructured processes. The software is aimed at software developers for its integration in a system that emulates the behaviour of a human expert when deciding about the sequence of activities needed to solve a specific problem in one particular domain. They are seeking partners for license agreement. Other modalities of collaboration could be studied.

Ultra-efficient electricity generating wind turbine structure

(Ref: 09 GB 4407 3ERZ) (Open)

A London based company has developed and patented an ultra-efficient wind turbine structure, which accelerates wind onto the blades resulting in increased efficiencies at both low and high wind speeds. The company is looking for a strategic partner for further development of a scaled up prototype in order to fully commercialise units for wind power generation.

Websites and web-based applications

(Ref: 11 PL 63AX 3LK8) (Open)

A medium size company located in West Poland, specializing in IT/ICT project development and outsourcing activities offers websites and web-based applications development services and support. Company can deliver customized applications within variety of technologies. The company is looking for commercial agreement with technical assistance.

Ultrathin high efficiency thermal/solar collector

(replacing Ref: 10 IT 53U9 3JKW)

(Ref: 11 IT 532V 3LH9) (Open)

An Italian company, leader in the national solar thermal market since its start, 30 years ago, has developed an ultraflat plate thermal solar collector, based on nanotechnological innovations which assure high efficiency and guaranteed durability. Its extraordinary thinness

(43 mm) allows its installation beside solar PV panels, even among roof tiles, in respect of any landscape need and legal constraint. The company is interested in technical cooperation or commercial agreements.

Technologies for Cloud Semantic Computing Services

(replacing BBS Ref: 10 IT 53U9 3JYA)

(Ref: 11 IT 532V 3LHA) (Open)

An Italian medium-sized company providing ICT solutions is addressing the emerging paradigm of Cloud Computing in the perspective of upgrading its current bidding strategy.

Cloud computing relies on technologies concerned with Business Process Design, Process Mash-up, Data Mash-up and Internet Service Bus. The company is looking for such technologies or for partners interested in the joint development of new ones.

Methodologies and Technologies for IT Management

(replacing BBS Ref: 10 IT 53U9 3JX2)

(Ref: 11 IT 532V 3LGT) (Open)

An Italian medium-sized ICT company, providing IT management services with a view to upgrading its current offering bidding strategy, intends to change the IT management scenario from a Process Implementation Oriented to an Application Logic Oriented perspective and to IT infrastructures based on Service Oriented Architecture (SOA) model. It seeks developers of available solutions/capacities for technical cooperation or commercial agreements.

Open Source Electronic Document Archiving and Retrieving System

(Ref: 11 FR 38m7 3M5A) (Open)

This French company has developed a professional Electronic Archiving System that natively answers a vast majority of the needs for operational document management. It offers all guarantees of compliance, stability and scalability one can wait from this kind of solution. This company is looking for a technical cooperation (joint further development, adaptation to specific needs) but also a commercial agreement with technical assistance.

Low Cost CAD, CAM and CMM Services

(Ref: 11 GB 4303 3M3M) (Open)

A UK based company providing CAD, CAM, and CMM services (Computer Aided Design, Computer Aided Manufacturing and Coordinate Measuring Machine) is looking for a low cost EU based partner to provide it with an outsource capability for its projects. This work will cover a number of different CAD packages and CAM capabilities so the ideal partner will be able to support these services across multiple platforms. The company seeks partnerships for technical cooperation.

Energy Harvesting Wireless Technology

(Ref: 11 DE 1486 3KK4) (Open)

A small Bavarian company, founded in 2001, located near Munich offers a patented self-powered wireless technology. The modules, usable in buildings and industrial automation, were developed and manufactured by the company. The advantage of the product is the combination of miniaturized energy converters with ultra-low-power electronics and robust RF communications. The company is looking for consumer companies willing to test the modules and for commercial agreement with technical assistant.

Technology for web applications development, mobile multi-platform environment

(Ref: 11 ES 29h5 3M6N) (Open)

A Spanish company specialized in mobile applications development provides a technology for applications development, multimedia and Internet services aimed at mobile multi-platform, multi-user and multi-environment. This company is interested in establishing licensing agreements and technical cooperation agreements for the development of applications based on this technology and marketing assistance.





The FP7 Evaluation Process

Part 2

FP7 proposals are evaluated on the following three criteria:

- Scientific and/or technical excellence, relevance to the objectives of the specific programmes;
- The quality and efficiency of the implementation and management;
- The potential impact through the development, dissemination, and use of project results.

Further information on the first two criteria was given in the previous issue. With regards to the third criteria, this is further broken down into:

- Contribution, at the European and/or international level, to the expected impacts listed in the work programme under the relevant topic and activity;
- Appropriateness of measures for the dissemination and/or exploitation of project results, and management of intellectual property.

With regards to the latter, Malta Enterprise in collaboration with the European

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The evaluation scores range from 1 to 5. Three is the minimum for each criterion, whilst 10 is the overall threshold.

1, Very Poor: The criterion is addressed in a brief and inadequate manner.

2, Poor: There are serious inbuilt limitations in relation to the criterion needed to be addressed in call.

3, Fair: While the proposal roughly addresses the criterion, there are significant weak points.

4, Good: The proposal addresses the criterion well, although certain improvement is recommendable.

5, Excellent: The proposal effectively addresses all relevant aspects of the criterion needed to be addressed in the call. The shortcomings are deemed to be minor.

Once that the proposals are evaluated individually by the independent experts, the experts get together together to come to consensus. The experts are supported by

a Commission Moderator and a Proposal rapporteur. These two members do not evaluate the proposal. Members of the Commission are present during the evaluation to manage the process, and ensure fairness and confidentiality. Furthermore, the Commission Moderator ensures that all voices are heard and all the issues brought up are discussed. The most significant differences are those between 4 and 4.5, and between 4.5 and 5. The experts discuss the proposals until a consensus is reached on scores and comments to which all agree. Consequentially, the group prepares a consensus report. The project proposals that score an above-threshold are listed, per instrument and in order of overall scoring. With regards to a scenario where two or more project proposal end up with tied scores, the panel prioritises between them.

The evaluators are looking for high quality research proposals, innovative research, and its contribution in the EU and international level. Value for money, appropriate methodology and expertise are also a must.

Further information shall be provided within the next issue.

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