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Technical Assistance for “Establishment of Eskişehir Design and Innovation Centre” Project

Diagnostic Study Feedback & Reflection Workshop, Eskişehir, 24.03.2021



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Market trends, competitiveness factors and potential impact of EDIC services to development of industrial businesses in Eskişehir

Dr. Kastytis GEČAS, Team Leader
Erdem GÜNDÜZ, Key Expert 2



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Diagnostic Study: SME needs analysis in two steps



- Step 1: **Analysis of current needs** – Individual Diagnostics (51 SME) and Consolidated Sectoral Diagnostics



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ESKİŞEHİR TEKNOLOJİ GELİŞTİRME BÖLGESİ



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ARAŞTIRMA PARKI



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Step 2. The foresight of future needs

- Three extra reports produced by Diagnostic team of experts:
 - Products, technologies, clustering. Consolidated Trend Analysis
 - Market Analysis of SMEs in Eskişehir
 - Competitiveness Analysis of SMEs in Eskişehir



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Cross-sectoral conclusions. 1: Trend analysis report

- Challenges for SMEs: Industry 4.0, Digital Transformation, rapid prototyping, smart design, Environment, Circular Economy, etc.
- Innovation **capacity, competence and skills** in modern ways of engineering and new product development is and will be in **continuous need for SMEs**
- **Linking SMEs with OEM and industry-in-large** for outsourcing guidance and competitive subcontracting will remain in future
- There is a challenging need to **strengthen current weak industry-science links** in light of Industry 4.0 revolution:
 - On SME level,
 - On level of support by institutions like EDIC



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Cross-sectoral conclusions. 2: SME market research

- **Matching local needs with local resources**
 - **ability** of local SMEs (human resources, technological infrastructures, R&D, innovation, etc.) to meet the local demands in the manufacturing industry
- Increased **capacity in technological innovation** will help companies to transform and **compete for higher added value**, and hence, a greater market share



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Cross-sectoral conclusions. 3: SME competitiveness analysis

- **Innovative SMEs** need EDIC services to be provided as **service packages** in the mode of “One-Stop-Window”, at the same time balancing with provision of specific single services, asked by SMEs in engineering, prototyping and design
- EDIC should not compete with any local actors, and it should mainly **target the particular gaps and bottlenecks in technological innovation** in manufacturing sectors in the local eco-system in Eskişehir



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Two key conclusions for EDIC (future)

1. SMEs and industrial clusters need packaged services for their capacity development. Is this a mission of EDIC?
 - proper **technical services and access** by SMEs to modern **technical infrastructure**
 - strengthening business skills in SMEs: **training, mentoring, coaching**, and signposting to relevant service providers
 - facilitation in technology and innovation partnerships for SMEs locally and globally
2. Networking, cooperation and partnerships between EDIC and other stakeholders in Eskisehir innovation eco-system for better “service” to client SMEs to ensure the **complete support** to manufacturing SMEs





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Thank you



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