

# BRIDGES project

Additional activities progress and results  
1.10.2021 - 31.8.2022

Closing meeting  
Helsinki, 27.9.2022

PANNON BUSINESS NETWORK, PP7  
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# Activities implemented

1. Value chain mapping
2. Good practice identification and selection
3. Policy instrument improvement recommendations
4. Meetings with stakeholders

# 1. Value chain mapping

- **Value chain mapping timetable:** October 2021 - June 2022

- **Value chain mapping focus:** HEALTH CARE Related ICT EQUIPMENT with special focus on rehabilitation

- **Value chain mapping results:**

- Peaks:
  - (a) Locally present manufacturing companies with production and testing capacity, participate in prototyping procedures
  - (b) Digital Innovation Hub AM-LAB enhances product development and the support of regional actors in cooperation
- Valleys:
  - (a) Lacking competences in special relevant domains like material sciences
  - (b) Need for testing base of new products and need for application sites
  - (c) Technical barriers in 4D printing relevant for product development
- Interregionality:
  - Inevitable is developing and testing new products
  - (a) cooperation in training and education – joint educational programs
  - (b) cooperation with design companies
- Explicit linkages to the RIS3 (or other policy instrument)
  - Health care related developments are priority in Hungarian RIS3
  - Szombathely 2030 urban development program

- Assessment

- Resilience and transformative impact – on basis of know how and traditions of automotive industry resilience of the region with the strengthening of the health-care related developments
- Usefulness of the approach: corresponds regional needs, is inline with the regions' and the countries long-term scopes
- Difficulties – the cooperation between research and industry is still a weakness, needs to be improved
- Any recommendations - education programs are needed, professions redefined

## 2. Good practice identification & selection

- Good practice selection: November 2021 - July 2022
- Selected good practices: GP 4 The use of 3D printing in manufacturing
- Reasons for selection: inspiration for products development in health-care related industry
- To which aspect (-s) of the RIS3/ OTHER PI are the selected GPs contributing? Contributes to the Integrated Urban Development Strategy of the City of Szombathely by helping composing proposals how to provide test environment for new products, support R&D in elderly care, how to attract new companies to the region to settle, how to redefine company scopes to new sectors
- Assessment
  - Usefulness (mainstreaming) of the GPs selected: provides example for policy recommendation for the Urban policy instrument + case study for SMEs
  - Barriers, -if any of the GPs selected: nr
  - Any recommendations: nr

# 3. Policy instrument improvement recommendations

- Policy instrument improvement recommendations: June 2022 - September 2022
- List of proposed recommendations
  - (1) set-up new Centre of Competence in the region and strengthen so the role of PBN as intermediary to support:
    - Business and research cooperation
    - Provide product development and testing site
    - Enhancing interregional cooperation all with special focus on healthcare related developments
- Reasons for selection
  - Diversification, new products
  - Innovation system, a more complete, a more effective innovation system

# 3. Policy instrument improvement recommendations

## ASSESSMENT

Research-to-business cooperation is a real and essential option in the West-Transdanubian region. Interregionality is a key element in competence building, product development and the resilience.

— From where to where in the VC smiling curve?

Value will be in previous steps, tech knowledge and skills

— Is there an economic model?

The local development strategy contains a set of project proposals based on each other until the year 2030, this development path is followed and supported by interregional cooperators.

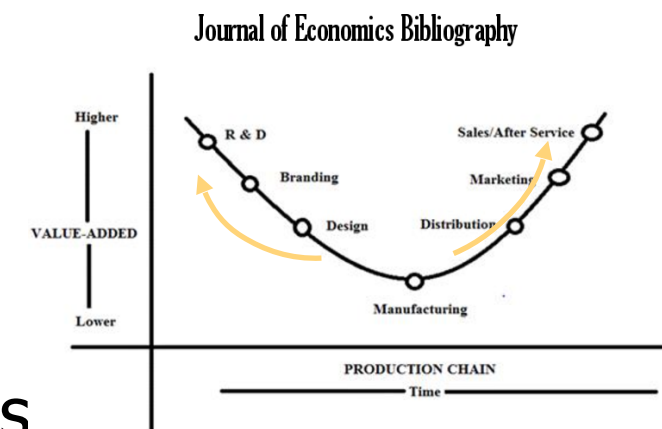


Figure 2. *The Smile Curve*  
Source: Mudambi (2008)

Aggarwal, S. (2017). Smile Curve and its linkages with Global Value Chains. Page 4; [https://mpra.ub.uni-muenchen.de/79324/1/MPRA\\_paper\\_79324.pdf](https://mpra.ub.uni-muenchen.de/79324/1/MPRA_paper_79324.pdf)

# 4. Stakeholder meeting

## NATIONAL STAKEHOLDER MEETINGS

- 2 meetings with the Ministry of Finance – MA of national EDIOP program (November 2021, June 2022)

The actual supporting possibilities of Health-care related product development and future calls

## REGIONAL STAKEHOLDER MEETINGS

Separate meetings with local actors

- Social and Youth Welfare Center Pálos Károly (continuous cooperation)
- Local Government of the City of Szombathely with County Status – taking part on board meeting (more meetings)
- Local Faculty of The ELTE University (December 2021)
- MediCluster in Hungary (February 2022)

Any comments

Cooperation agreement, Stakeholders visit in AT.HOME and AM-Lab, preparation of local projects