



# UPDATE No. 45

June 2002 - For SPICE / ICECE Members only

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[www.spicegroup.de](http://www.spicegroup.de), [www.spice-group.net](http://www.spice-group.net)  
[www.spice-group.com](http://www.spice-group.com), [www.spice-group.org](http://www.spice-group.org)

Check information about YOU  
for / on the SPICE Homepage

Dear Reader,

This UPDATE provides some important information about the development of the SPICE Group Homepage. Please check this information (page 2) and reply at your earliest convenience – YOUR presentation on the homepage is at stake. It was planned to present a summary of the “to formalize or not to formalize” discussion in this. UPDATE But then came other important and interesting topics: The **EU Benchmark Study** and “**Business Incubation in Tajikistan**”. If you do not know anyhow where this country is, it is time to get your globe out of the cellar. Before going into these matters, as usual a short report about past events.

## **Chapters of SPICE 2002 History:**

### ***Toronto, Canada, 16<sup>th</sup> NBIA Conference and 5<sup>th</sup> World Summit***

This was the first NBIA conference held outside the USA. One more time NBIA broke ground for closer international cooperation by joining with the incubator association of a neighbor country for an annual conference. 570 attendees from more than 40 nations visited the NBIA conference which offered more than 60 sessions, lectures and workshops.

The **5<sup>th</sup> World Summit** held April 28, 2002 in Toronto was attended by representatives from 9 countries: ANZABI (Australian and New Zealand Association of Business Incubators), ANPROTEC (Brazilian Association of Science Parks & Incubators), CABI (Canadian Association of Business Incubators), FTEI (France Technopoles Entreprises Innovation, JANBO (Japan Association of New Business Organizations), KBIA (Korean Business Incubation Association), Foundation of Romanian Business and Innovation Centers, SWEDEPARK Swedish Technology Parks, CBIA (Chinese Business Incubation Association, Taiwan), and NBIA (National Business Incubation Association). SPICE Group was represented by Dinah Adkins, Dominica Comet and Ioan Piturescu. The Summit agreed on a paper including the establishment of a simple, low cost data base accessible by Internet, the development of a template or forms useful for developing short, narrative stories dramatically showing the success of

Mark your Calendar ! →

business incubation, and to accept an invitation extended by ADT, German Association of Business Incubators and Technology Centers for the **6<sup>th</sup> World Summit** to be held in **Dortmund, Germany, November 17–19, 2002.**

### ***Prague, Czech Republic, German-Czech Business-to-Business Meeting***

The annual conference of BJU, the German Association of Young Entrepreneurs, attracted more than 100 German entrepreneurs to visit the “Golden City” Prague. A fertile environment for a Czech-German B-t-B meeting jointly organized by SPICE Group and BJU with financial support from the German Federal Ministry for Economy. This event brought together some 50 companies from both countries. The areas of business interests covered many different topics, e.g. entertainment (a new musical in Prague), medicine technologies, construction, building materials or machine tools – to name just a few. This wide range of interests mirrors the lively development of business relations between the two countries based on preparing for EU membership of Czech Republic, expected to be reached within the coming years.

### ***Berlin, Germany,***

#### ***Practice of Supporting International Business Cooperation***

Two small workshops in Berlin were held in April and May for the most advanced participants of the seminars SPICE Group and ADT offered during recent years in several Central and East German countries. The actual workshops “framed” a stay of the participants in German companies. About four weeks the participants worked in German firms to further develop their practical experience in international business cooperation in fields like tourism, printing and publishing or controlling. The results are promising. All participants not only gained more practical insight from work in German SMEs, they also took home concrete concepts for developing their own business or professional position. Expectedly this includes always an international component. To make it more concrete two examples: are described on page 5 of this UPDATE



### ***Coburg, Germany, Advantages from Focussing Innovation Centers***

The ADT Spring conference in early May this year discussed experience with focussing the activities of innovation centers (business incubators) on specific areas of technology or business. As usual for ADT Spring conference, direct discussion in workgroups rather than plenary sessions characterized the event. More than 130 participants actively contributed to the conference workshops confirming that the topic was of high interest for the development of business incubation in Germany.

Another topic finding highest attention is “quality of innovation centers”. After several studies on the results achieved from the work of German business incubators and technology parks as well as on best practice ADT has defined a set of criteria to **evaluate the performance** of innovation centers. These criteria now are used to **certify the German business incubators**. Further six centers received this certification at the conference in Coburg after the first centers already were certified at last years ADT conference.

The following events are going on when this UPDATE is distributed. Therefore it is too early to report on these conferences and workshops. The next SPICE UPDATE will provide more information.

The “traditional **Technology Week**” in **St. Petersburg, Russia**, June 4 – 7, 2002 this year again combines international conferences, business-to-business events and a number of workshops and seminars. All this together with the “White Nights”. Something not to miss.

The **IASP European Conference in Tallinn, Estonia** offers many outstanding presentations and if you needed more reasons to attend the conference: look at the post conference tour and the social events. For the **SPICE meeting** ten members have registered and a number of guests were invited. On the agenda are important topics: presentation and discussion of the EU Benchmark Study and information about SPICA Directory Online.

### The SPICE Group Homepage

There are a number of matter to inform you about – some need your reaction:

- Members list 1.** As you already know, there s a members list on our Homepage. **NEW** is the possibility that visitors of our homepage may directly connect with you (a) by email and (b) to you homepage. These links are foreseen under your name, however they are not yet active. We only will activate these links, if you send us a message that you want this to be done.
- Members list 2.** We already sent the draft new members list (**with photo!**) to those who asked us about this following the announcements in recent SPICE UPDATES. This new members list is to be published (a) as a printed document and (b) as a further development of our Homepage. Therefore it is in **YOUR interest** to check the information and photo on this list. We began to mail excerpts of this list to every member who did not yet reply. As soon as you receive this, please check it and answer at your earliest convenience.
- The PUMBAA pages** will be opened soon. Theses pages will for example offer photos from SPICE events – photos you have not yet seen. To enter these pages, you need a user name and a password. If you are interested to check the “secret pages” send an email “PUMBAA password please” – we will reply with your password

- A global online information system** on business incubators, science/technoparks and their associations is in preparation. Basis for this is the printed “SPICA Directory”, published at the World Conference on Business Incubation in Rio de Janeiro last year.

### The SPICA Directory Online

All of you have already heard about the initiative to go online with SPICA Directory: SDO, SPICA Directory Online was born. This project is aimed at providing up-to-date information about business incubators as well as science & technology parks and their associations. SDO will link existing information systems and provide additional information from countries without associations as well as associations without an own online data base. Again – as for the printed SPICA Directory - IASP, International Association of Science Parks and NBIA, National Business Incubation Association, are key supporters of the project. At this time already **19 associations** have confirmed support. This means, more than **46 countries** (including those without an association) will be represented in SDO. Once SDO is operational – now we are checking and updating information with the associations – it will offer the most comprehensive and actual global information about the business incubation industry. At this time only the introduction pages are accessible for everyone. Details still are in the testing phase and therefore a password is needed to access these parts. In case you are interested, contact SPICE offices for your personal, temporary password. [spice@spice-group.de](mailto:spice@spice-group.de)



## Information, Facts & Views

### Tajikistan

Excerpt from a report by Krzysztof Zasiadly



### What do you find in Tajikistan?

You find in Tajikistan friendly, smiling people, high sky mountains and oranges, sweet lemons. Can you imagine that mountaineers in Pamir Mountains live higher than clouds? They can see clouds from the top.



And you find **New Business Incubator developments**. Open Society Institute Tajikistan will develop Business Incubators within Economic and Business Development Program. Eight persons were trained in Poland and additional 62 in Tajikistan on “How to develop Business Incubator Program”. Some decision takers from Tajikistan visited business incubators in U.S.A. and Israel. A Governmental Program on Small Business Development is discussed by Parliament.

Several foreign aid programs focus on small business development in Tajikistan: The PRAGMA Corporation, USAID Small and Medium Enterprise Development Project in Central Asia, UNDP, Open Society Institute, The Aga Khan Foundation, Peace Corps, Eurasia, German GTZ Agriculture Program, Global Operations and Development, etc



Outside the country information regarding the economic situation in Tajikistan is lacking. Some facts: There are 90,000 – 97,000 enterprises operating in Tajikistan, including 1,175 legal entities. Most businesses are retailers operating at bazaar.

Open Society Institute Assistance Foundation Tajikistan invited Krzysztof Zasiadly to visit the country. His task was to assess the environment for business incubators in Tajikistan and to promote the business incubation concept.



The program included meetings with decision makers, representatives of Central Government, Local Administration and Business Associations, visits to Business Incubator and training programs for incubator developers in 3 cities: Dushanbe (Central), Khujand (North) and Kurgan Tube (South). The aim of training seminars these cities was to foster potential actors, and to show the need for local community support for business incubation programs. All people met expressed the need for Business Incubators in Tajikistan as an important component of small business development, and transformation towards market economy, and democracy, and middle class establishment.

Info: Firuz Sattorov, [f.sattorov@osi.tajik.net](mailto:f.sattorov@osi.tajik.net)

### EUROPE

Something important to read for anybody interested in future development of business incubators is the final report of the **EU Study “Benchmarking of Business Incubators”** - available as pdf file [http://europa.eu.int/comm/enterprise/entrepreneurship/support\\_measures/incubators/benchmarking\\_bi\\_part\\_one\\_2002.pdf](http://europa.eu.int/comm/enterprise/entrepreneurship/support_measures/incubators/benchmarking_bi_part_one_2002.pdf)

Here some thoughts from a first look impression: This benchmarking study is a nice work summarizing much what people in the business would describe as “common sense”. The most important outcome of this study does not seem to be anything new. Nothing you could not already read in national / regional studies a long time before. But this study summarizes such knowledge on a European scale. Useful, even if Central and Eastern Europe is not covered – at least by far not sufficiently. This has to be regretted because business incubation has become an important tool of economic development support in this region, especially in the accession countries. The study will lay some ground for future activities. Therefore it needs to be discussed. Some of the benchmarks really are not usable – at least not for every kind of incubator, maybe for certain types. Necessary differentiation between types of incubators and regions (may it be East-West or North-South) have not been made although it is common sense that “all business is local”.

Another highly disputable topic is the recommendation to establish a European association. The first approach (EBN) - against the advice of some experts who were in the steering committee before EBN was founded – was a typical top-down approach. And it failed. Now EBN is beginning to be successful in finding a new way for developing the association. At the same time the European section of IASP is developing. And now comes a “new idea”. Let’s establish a new association. Yes, more cooperation between the various European players in business incubation is needed. Yes, the EU institutions should support encourage and develop such cooperation. But why again first to establish a new organization? To add one more European conference to

the calendars? To create new jobs for the administration? And what will be the role of EBN or IASP? How do the existing national associations fit into the scheme? Certainly it will be more easy for “Brussels” only to have to care about the one European association. But will it help to reach the goal? Not to speak about regional associations beginning to develop. To define their role in a national context is not an easy task.

And more: The study speaks about criteria. Who is going to set the criteria? Will this be the same for an incubators in rural Eastern Poland and in the hotbeds of technology development of Northern / Western / Southern Europe? Who will check, if these criteria are fulfilled? Every year?

There are examples for growing cooperation between the national organizations. But this bottom-up approach perhaps is difficult to manage from a bureaucratically point of view. Something really useful would be to support continuous exchange of experience between the existing associations. Help them to develop “toolboxes”. (better than benchmarks). “Toolboxes” means sets of instruments which have helped certain incubators to develop well. Describe the tools (and the conditions under which they have been used, have been successful) and offer them to others for use. EU could support international work groups on certain topics (admission/ exit criteria, service management, technology transfer support, quality standards etc. etc) to summarize experience and again describe tools –maybe later even support implementation of specific tools under certain conditions. All such things would be much more useful than establishing a new organization.

These are just a few thought of somebody who is in business incubation and international cooperation since almost twenty years. Some thoughts to contribute to the needed discussion.

### Romania 1

Attendees of the SPICE meeting in Paris asked for a summary of information about the **Iasi Technology Park**, the *TEHNOPOLIS* project, presented by **Mircea Slanina**. Because this is interesting for SPICE members who could not attend this meeting, here the report:

The promoter of the technology park development in Iasi is a local consortium: Iasi County Council, Iasi Municipality, “Gh. Asachi” technical university, “Alexandru Ioan Cuza” humanistic university and “Ion Ionescu dela Brad” agricultural university. For the *first stage of the park development an investment of EURO 6,6 million* is co-financed by the Local consortium (1.3M EURO), the Romanian Government (1.3M EURO) and the European Union (4M EURO). These funds will be used for the refurbishment of an existing industrial building (9,000 m<sup>2</sup>) which will host about 15 SMEs, the park incubator (about 15 micro-enterprises), the service companies (including the park administration) and an exhibition hall. Also in the first phase are the construction of two buildings for medium IT enterprises as well as the construction of internal roads, car & truck parking lots and utilities for about 60,000 m<sup>2</sup> of the park area. At this time the consortium bought some buildings and 11 ha of land for the park development. The lots available for technology park companies size between 0.38 and 2.0 ha.

With a population of about 400,000 inhabitants Iasi is the second city in Romania. The city hosts many higher education and R&D facilities e.g. five universities. With an opera, two theatres, a philharmonic orchestra, many publishing houses the city offers a rich cultural life as well. The Iasi airport is now in the transition to an international airport status. The city is situated in the NE development region of the country, in a hilly landscape, with a temperate climate. The park is located on a national road, in the southern part of the town, near some monasteries, forests and lakes.

The *TEHNOPOLIS* park, will focus on the most dynamic **technologies** and markets: information technology (IT), biotechnologies (BIO), audio-visual industry (AV), organic food processing (GREEN). Cross disciplinary cooperation between these technologies will be especially encouraged.

During the next months, the consortium members will incorporate a (joint-stock) company for the park’s management. This company will own the land and the above-mentioned assets.

A **foreign investor** could invest in the park in three main ways: As an *independent investor* by buying, leasing or renting the land to erect buildings for his own purposes or for renting to third parties. As *co-founder of the park’s incubator*. In this position the investor will be involved in the management of the incubator and will obtain special rights regarding the incubated businesses. As *shareholder in the management company* of the park.

The *CENTIS* Foundation already completed the technical specifications for the park building. The EU regulations for the international bids & contracts determine the starting moment of the works: October 2002. The official inauguration of the park is planned before the end of the year 2003.

In the first half of the year 2002 detailed conditions for investments and participation will be worked out. This means, now is the right time to get involved.

### International 1

As the partner responsible for the Romanian component **Dominica Cotet** is active – besides her many other responsibilities in a 16-country Leonardo da Vinci project called EINET, European International

**Network for Entrepreneurial Support and Training.**

The project is aimed at strengthening the contribution of enterprise and start-up training to innovation, entrepreneurship and employment. The project also will provide an transnational dimension to training and support programs, promote investment in human resources, promote transparency in accreditation and certification and develop new approaches to lifelong learning. EINET will provide access to a European Forum of expertise in enterprise education and training. It will establish a multi-level network with a Center of Excellence and an Internet base Virtual Platform for information exchange concerning training schemes and information.

For further information, please contact Dominica Cotet at [cei1@ictcm.ro](mailto:cei1@ictcm.ro)

### International 2

In the framework of a program to support international business activities of German SMEs, sponsored by the German Federal Ministry for Economy ADT and SPICE Group with partners in different countries held a series of seminars to qualify promoters for international business cooperation of SMEs. As mentioned on page 1 of this UPDATE concluding workshops were held in Berlin in April and May. Here two examples describing the outcome.

**Tetjana Nykolyschyn** after attending the second seminar of the “International business cooperation series” in Slavsko, Ukraine, began to work for a travel agency in Lviv to market the products of a German travel company.. She introduced the latest computer booking technologies to her agency in Ukraine and the German travel products to the Ukrainian market. Now she worked in Germany in a different large travel agency to bring information about the Ukrainian market and to complete her knowledge in travel organization. The next step in her professional career will bring more responsibilities: She will build up the first representation of “her” German company in Kiev.



**Oleksandr Linkevitch** was earning his bread & butter worked as photographer in Kiev when he attended a seminar on international business cooperation last year. Meanwhile, using impulses gained from the seminar he started his own printing and publishing company During his stay in Germany he worked with a similar firm in Berlin. Besides learning about differences, for example the preferences for colors are different if it comes to matters of design, he found much common ground. Technologies used in this business are global. No surprise that much potential for cooperation between his business in Kiev and the German firm was discovered and in the coming months will be followed up.

### **Russia - Germany**

Beginning of June there was be a series of events introducing to the activities of the “International Science and Technology Center IWTZ”) in Moscow. This center was established to promote cooperation with research partners in Germany. Target group for the presentations in Germany were representatives of companies and research institutions interested in research cooperation with partner in CIS countries. More information about the IWTZ is to be found in the web: <http://www.zenit.de/d/service/veranstaltungen/7juni02.php>

## **Coming SPICE events**

The “technical data” of coming events is available on the SPICE Group web site ([www.spicegroup.de/events](http://www.spicegroup.de/events)) .Here we want to give some background information:

The next SPICE event on the agenda is the **NATO ARW** (Advanced Research Workshop) “Defense related SMEs - How to re-adjust to a new post-cold war era?” on **Madeira. June 24 – 26, 2002**. Topics for discussion will be for example the effects of defense downsizing on SMEs in the different countries and regions. This includes the importance of global cooperation, questions of business restructuring ( How to create new SMEs out of large enterprises), policing tasks by military, relationship between SMEs and prime contractors and the role of government in monitoring transitions. SPICE Group will be well represented with Rich Bendis, Heinz Fiedler, Gennadi Gaiko, Pranas Milius, Mircea Slanina, Tom Shea, Stefan Vrátny and Krzysztof Zasiadly on the list of speakers. A very good basis for holding the 88<sup>th</sup> SPICE Meeting in Funchal, Madeira. Topics, of course, will be the EU Benchmark Study (continuation of the discussion which was started in Tallinn and upcoming events in the SPICE network, such as:



The **6<sup>th</sup> World Summit** of Business Incubation and Technology Park Associations will be the first to be held on European ground. ADT, the German Association for Business Incubation and Technology Centers will host the coming summit at thee Annual ADT conference in Dortmund, Germany, **November 17 – 19, 2002**. Invited participants are leading representatives of national and international business incubation and science/technology park associations. For preparing this summit ADT and SPICE Group cooperate with support of NBIA, the host of the first five summits. If you are representing an association, you will receive an invitation for the Summit soon - including details about the agenda, resolutions etc. For more details contact: [spice@spice-group.de](mailto:spice@spice-group.de)

## **Still unanswered**

In the last SPICE UPDATES we asked you, to check **your photo and your address data** for the **New SPICE Members List**: and the SPICE Group Homepage. But we did not yet receive answers from all members. If you want to help us publishing your data correctly, inform Larisa Brovarska in the SPICE Secretariat Poznan about your approval or about necessary changes: [larisa@spice-group.pl](mailto:larisa@spice-group.pl)



## **And finally...**

In this UPDATE you can read a report on Tajikistan provided by Krzysztof Zasiadly. You are invited to send information for about your projects, impressions, whatever might be interesting for other members for the coming issues of our newsletter.

Looking forward to hearing – or reading – from you. Or better: meeting with you personally soon

*Heinz Fiedler*

# The SPICE Calendar 2002



Events without a box are not yet finally fixed as a SPICE event or are other important conferences – even without a SPICE meeting. Further proposals for events are invited.

Status: 12/31/2008

|    |                                                         |    |                                                        |    |                                                           |    |                                                |
|----|---------------------------------------------------------|----|--------------------------------------------------------|----|-----------------------------------------------------------|----|------------------------------------------------|
|    | <i>Tucson, Arizona, U.S.A.</i><br>January 17 – 18, 2002 |    | <i>Velikij Novgorod, Russia</i><br>February 7-10, 2001 | 82 | <i>Tartu / Tallinn, Estonia</i><br>February 21 – 23, 2002 | 83 | <i>Bratislava, Slovakia</i><br>March. 11, 2001 |
| 84 | <i>Paris, France</i><br>March. 21 – 23, 2001            | 85 | <i>Toronto, Canada,</i><br>April 28 – May 1 2002       | 86 | <i>Prague, Czech Republic,</i><br>June 6 – 7, 2002        | 87 | <i>Tallinn, Estonia,</i><br>June 9 – 11, 2002  |

**For up-to-date information check the web site: [www.spice-group.net](http://www.spice-group.net)**

Madeira, Portugal, June 24 – 26, 2002 NATO Advanced Research Workshop Info, [SHEATF@acq.osd.mil](mailto:SHEATF@acq.osd.mil)

Quebec, Canada, September 3 – 6, 2002 14<sup>th</sup> IASP World Conference: Contact: [www.iaspquebec2002.com](http://www.iaspquebec2002.com)

Shymkent, Kazakhstan, Sept. 11-15, 2002 annual conference of KABICA Info: [tbincubator@pochtamt.ru](mailto:tbincubator@pochtamt.ru)

Belaya Tserkhov, Ukraine, September 25-27, 2002 4<sup>th</sup> Annual conference of UBICA Info: [raivot@edu.ttu.ee](mailto:raivot@edu.ttu.ee)

Tartu, Estonia, October 5 - 6, 2002, The BATLIC DYNAMICS 2002 Info: [raivot@edu.ttu.ee](mailto:raivot@edu.ttu.ee)

Mierzecin, Poland, October 10 - 13, 2002 Annual PBICA Conference. Info: [biuro@sooipp.org.pl](mailto:biuro@sooipp.org.pl)

**Dortmund, Germany, November 17 - 19, 2002 Annual ADT Conference. Info: [adt@adt-online.de](mailto:adt@adt-online.de)  
6<sup>th</sup> World Summit of Business Incubation and Science Park Associations**

## Answer Form for SPICE UPDATE No 44

Please send your answer to Fax: +49 – 30 –264 70733 or email [spice@spice-group.de](mailto:spice@spice-group.de)

### SPICE Homepage

**Yes,** I want my email and homepage links on the SPICE Group Homepage to be active. These links should lead to

(a) for email: \_\_\_\_\_

(b) for homepage: \_\_\_\_\_

(please write the addresses the link should lead to)

**Please,** send my password for the “PUMBAA pages”

**Yes, I am interested in the 6<sup>th</sup> World Summit in Dortmund**

|                                                               |
|---------------------------------------------------------------|
| <p><b>Dortmund</b><br/>Germany<br/>November 17 - 19, 2002</p> |
|---------------------------------------------------------------|

I have the following proposals for the agenda of the summit:

Place, Date

«Vorname» «Name»

Signature