


**Engaging the Private Sector: four key themes**

- Differentiation - Innovation is not R&D
  - Innovate or die v innovate and die
  - Understand the business model
- Persist in coherent and consistent approaches
  - Montpellier – role of Mayor
  - Pays Vasco – selective priorities
- Build social cohesion and excellence
- Celebrate and reward – build the history

Punta Del Este, March 2008 Bob Hodgson



**Engaging the Private Sector: areas to get right**

- Participation in National Innovation Strategy - Chile
- Core support for: Skills; Science; Facilities; new SMEs
- Avoid capture - PORIM
- Academic interface: legitimacy, relevance, incentives
- Converting knowledge into business - ERBI
- Incubation, deal flows and venture capital – always!

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